

## 2.6.2\_3. Supporting Documents - Programme and Course Outcomes for all Programmes

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**I/C PRINCIPAL**  
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Powai-Vihar, Powai, Mumbai - 400 076  
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Smt. Durgadevi Sharma Charitable Trust



Chandrabhan Sharma College  
Arts, Science & Commerce

(Affiliated to the University of Mumbai)  
Accredited by NAAC 'B+'

# Bachelor of Commerce

## (B.COM)

Programme Outcome,

&

Course Outcome

**I/C PRINCIPAL**  
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## PROGRAM OUTCOME

**PO1-**This programme highlights the concepts and skills of Accountancy and Commerce.

**PO2-** A Bachelor of Commerce degree is structured to provide the students managerial skills in disciplines related to commerce

**PO3-** Also, by the end of the programme, students gain an in-depth knowledge on core subjects like Accounting, Economics, Law, Statistics, Finance, Marketing etc.

**PO4-** The structure of the course requires students to study compulsory and elective subjects from the core programme.

**PO5-** Apart from the normal curriculum, students get to participate in cross cultural group activities like clubs under the banner of EMAC Zone for which meetings are conducted after lectures, which leads to developing their interpersonal skills.

**PO6-**Students are also encouraged to take part in team activities like debates, extempore challenges, PPT competition, public speaking, quiz, essay competitions, community activities and social service which helps them to explore their talents and skills.

**PO7-** It seeks to provide students with the knowledge and technical skills necessary to understand and participate in the modern business world, to prepare them for subsequent graduate studies and to allow them to achieve the highest level of success in their professional careers.

**PO8-**Hence this is a degree that offers students with expert knowledge in a variety of fields of organization and business management and makes the students well prepared to be successful in both corporate and self-employment



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**COURSE OUTCOME****F.Y .B.Com. - SEMESTER I & SEMESTER II**

|   |  |   |
|---|--|---|
| 1 | Accounting And Financial Management- I     | <p><b>CO1</b> - To enable the students to learn principles and concepts of Accountancy.</p> <p><b>CO2</b> - To find out the technical expertise in maintaining the books of accounts.</p> <p><b>CO3</b>-Recognize capital and revenue – expenditure and receipts &amp; distinction between them. Learners shall solve practical problems on Final Accounts of Manufacturing Concern.</p> <p><b>CO4</b>-Develop the skill of accounting for hire purchase transactions, calculation of interest, depreciation etc</p>  |
| 2 | Commerce-I                                 | <p><b>CO1</b>-To Develop an understanding of business environment and its analysis.</p> <p><b>CO2</b>- To Understand the process of business planning and business promotion.</p> <p><b>CO3</b>- To Create awareness about entrepreneurship Training and development centres in India.</p> <p><b>CO4</b>- Comprehend and implement the knowledge gained on project planning, Statutory requirements in Promoting Business Unit.</p>   |
| 3 | Mathematical And Statistical Techniques -I | <p><b>CO1</b> - To prepare for competitive examinations.</p> <p><b>CO2</b> – To Understand various data types their classification and graphical representation.</p> <p><b>CO3</b> – To Use business statistics for central measurements, frequency distributions, graphs, and measures of dispersion and be able to select which math method should be used for different problems.</p> <p><b>CO4</b>-Introduced to methods of rational decision making in given situations (under risk, under uncertainty). They can choose the best course of action using different criteria.</p> |



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|   |                            |  |
|---|----------------------------|--|
| 4 | Business Economics-I       | <p><b>CO1</b>-Students will apply the basic theories of economics in critical thinking and problem- solving.</p> <p><b>CO2</b> - Students will be able to make decisions wisely using cost-benefit analysis.</p> <p><b>CO3</b> - Students will demonstrate a basic understanding of their career options and establish career objectives.</p> <p><b>CO4</b>-Critically evaluate Business cost of production.</p>   |
| 5 | Business Communication – I | <p><b>CO1</b> - To understand techniques of effective communication.</p> <p><b>CO2</b> - To teach a professional, ethical attitude in students, effective communication skills, teamwork, a multidisciplinary approach, and an ability to understand corporate social responsibility.</p> <p><b>CO3</b>- To develop &amp; improve various skills like communication, reading, listing, note- making, persuasive speaking, body language &amp; gestures.</p> <p><b>CO4</b>-Adapt to changing culture and impact of modern technology on business communication.</p> |
| 6 | Foundation Course – I      | <p><b>CO1</b> - Understand the multi-cultural and diverse Indian society concerning demographic factors and be sensitized towards diversity as a difference</p> <p><b>CO2</b> - Examine and understand the inter-group conflicts arising due to regionalism, communalism, and linguistic differences</p> <p><b>CO3</b> - Articulate an awareness of the social and community contexts concerning problems arising in the society and solutions towards the same</p> <p><b>CO4</b>-Develop the understanding of socioeconomic and human rights issues in India.</p> |



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|   |                                      |   |
|---|--------------------------------------|---|
| 7 | Environmental Studies-I              | <p><b>CO1-</b>Understand the transnational character of environmental problems and ways of addressing them, including interactions across local to global scales.</p> <p><b>CO2-</b> Natural Resources - Understanding of Resources, their types, various methods to conserve them, it's the importance</p> <p><b>CO3-</b> Population Issues - Understanding Population and its major concerns, its impact on Human Health, HDI, Happiness Index, Development concerns, etc.</p> <p><b>CO4-</b>Understand the urban problems due to migration and overcrowding, stress on urban environment and urban resources and concept of emerging smart cities and safe cities in India and Adopt sustainability as a practice in life, society and industry.</p> |
|   |                                      | <b>FYBCOM SEMESTER II</b>   |
| 1 | Accounting & Finance Management – II | <p><b>CO1-</b>Apply the theoretical foundation for the recording of financial transactions concerning: specialised areas related to non-corporate entities and for preparing the related accounts or statements.</p> <p><b>CO2-</b>Familiarise with consignment sale, its relevance, accounting of transactions in the books of consignor and consignee and ascertaining consignment profit.</p> <p><b>CO3-</b>Develop skills of preparing branch accounts, its relevance and ascertainment of branch profit.</p> <p><b>CO4-</b>Evaluate various types of general insurance; how to ascertain stock on the date of fire, calculation of claim when insurance cover is more or less than stock.</p>  |



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|   |                            |   |
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| 2 | Commerce – II              | <p><b>CO1-</b>Develops an understanding of service marketing and various service strategies.</p> <p><b>CO2-</b>Recognize the difference between organised and unorganised Retail sector. Also understand the various retail formats and Retail Scenario in India &amp; Global context.</p> <p><b>CO3-</b>Acquainted with banking, insurance, logistic, BPO, KPO, LPO and ERP.</p> <p><b>CO4-</b>Correlate the different types of E-Commerce practices followed by the marketers and understand the scope of E-Commerce.</p> |
| 3 | Business Economics – II    | <p><b>CO1-</b>Understand the difference between the operation of perfect competitions and monopoly.</p> <p><b>CO2-</b>Analyse the various Pricing Strategies and output decisions under Imperfect competition</p> <p><b>CO3-</b>Distinguish between different Pricing Practices followed under different market structures.</p> <p><b>CO4-</b>Understand and analyse Capital Projects evaluation.</p>   |
| 4 | Business Communication -II | <p><b>CO1-</b>Focus on the set of skills required to be successful -in a Group Discussion.</p> <p><b>CO2-</b>Understand the structure and styles of Interviews.</p> <p><b>CO3-</b>Examine the concept of a conference as a means of internal and external communication.</p> <p><b>CO4-</b>Examine the scope of public relations in the context of the modern day world.</p>  |
| 5 | Environmental Studies – II | <p><b>CO1-</b>Classify different types and sources of solid waste and play an effective role in managing the same.</p> <p><b>CO2-</b>Apply the knowledge gained on environmental problems faced due to agricultural &amp; industrial development and focus on green business practices in real life.</p> <p><b>CO3-</b>Critically evaluate the knowledge gained on Ecotourism.</p> <p><b>CO4-</b>Examine their role in Environmental Management.</p>  |



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| 6 | Foundation Course-II                     | <p><b>CO1</b>-Apply the concept of human and fundamental rights</p> <p><b>CO2</b>-Make them evaluate the importance of Environment Studies in the current developmental context.</p> <p><b>CO3</b>-Comprehend and address the concepts related to stress, conflict, aggression and violence.</p> <p><b>CO4</b>-Develop the mechanisms for managing different types of stress, conflict,aggression</p>  |
| 7 | Mathematics &Statistical Techniques – II | <p><b>CO1</b>-Develops an understanding of functions and derivatives. They shall solve practical problems of applications of derivatives in business.</p> <p><b>CO2</b>-Examine the Concepts of nominal effective rate of interest. Calculate simple and compound interest. They shall solve simple problems on annuity, EMI and prepare an Amortisation table.</p> <p><b>CO3</b>-Find existence and extent of relation between two variables by graphical and mathematical method. They can estimate unknown values of correlated variables and can calculate coefficients of correlation.</p> <p><b>CO4</b>-Differentiate and solve simple problems on Binomial, Poisson and Normal distributions.</p> |



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**SYBCOM SEMESTER – III**

|   |                        |  |
|---|------------------------|--|
| 1 | Business Law           | <p><b>CO1-</b> To impart to students the knowledge of fundamentals of Company Law.</p> <p><b>CO2-</b> To update the knowledge of provisions of the Companies Act of 2013.</p> <p><b>CO3-</b> To Communicate effectively using standard business and legal terminology.</p> <p><b>CO4-</b> Evaluate the Characteristics of Negotiable Instrument, classification of Negotiable Instruments and it's Miscellaneous Provisions</p>                                      |
| 2 | Financial Accounting   | <p><b>CO1-</b> To Install knowledge about accounting procedures, methods, and techniques.</p> <p><b>CO2-</b> To introduce the basic concepts, functions, processes, and techniques of piecemeal distribution of cash.</p> <p><b>CO3-</b> To give a comprehensive overview of Amalgamation and conversion of a partnership firm.</p> <p><b>CO4-</b> Execute practical problems regarding various techniques of Capital Budgeting..</p>                                |
| 3 | Business Economics III | <p><b>CO1-</b> To expose Students of Commerce to basic microeconomic concepts and inculcate an analytical approach to the subject matter.</p> <p><b>CO2-</b> To apply the concept of inflation, money supply, and demand analysis for decision-making operations of the market under varying competitive conditions.</p> <p><b>CO3-</b> To apply economic reasoning to problems of business.</p> <p><b>CO4-</b> Critically evaluate Business cost of production.</p> |
| 4 | Foundation Course III  | <p><b>CO1-</b> To enhance learners' understanding of social, economic, and political developments in India during the period of study.</p> <p><b>CO2-</b> To orient learners towards the contribution of the given leaders of our country in shaping the socio-political, spiritual, scientific, and educational fabric of our nation.</p>   |

  
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|   |                       | <p><b>CO3-</b> To orient learners towards the work done by the given leaders to alleviate the sufferings of the oppressed, members of Indian society in particular, and the world in general.</p> <p><b>CO4-</b> Update with development of science and role in everyday life</p>   |
| 5 | Commerce III          | <p><b>CO1-</b> To understand the terms, concepts, evaluation, and approaches to Management.</p> <p><b>CO2-</b> Learn about planning, decision making, organizing, delegation, leadership, motivation, and effective communication.</p> <p><b>CO3-</b> To learn control systems and techniques of controlling in Management.</p> <p><b>CO4-</b> Aware about universal application of functions of Management.</p>  |
| 6 | Management Accounting | <p><b>CO1-</b> The learners will understand the practical application of various financial analysis tools, which will help them in the evaluation of the various targets achievable in the future.</p> <p><b>CO2-</b> The course will make the students employable as Finance Managers in Accounting and Finance.</p> <p><b>CO3-</b> Calculate practical problems regarding management of Working Capital.</p> <p><b>CO4-</b> Execute practical problems regarding various techniques of Capital Budgeting.</p> |
| 7 | Advertising I         | <p><b>CO1</b> To enable students to understand IMC.</p> <p><b>CO2-</b> To understand the learners about the various concept of Advertising.</p> <p><b>CO3-</b> To make them aware of various careers in advertising.</p> <p><b>CO4</b> To learn about various trends in advertising.</p>  |



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| <b>S.YB.COM SEMESTER IV</b> |                        |  |
|-----------------------------|------------------------|--|
| 1                           | Business Law           | <p><b>CO1-</b> Apply basic legal knowledge to business transactions.</p> <p><b>CO2-</b> Demonstrate an understanding of the legal environment of Business.</p> <p><b>CO3-</b> Identify the fundamental legal principles behind contractual agreements.</p> <p><b>CO4-</b> Communicate effectively using standard business and legal terminology.</p>   |
| 2                           | Financial Accounting   | <p><b>CO1-</b> Classify the company accounts and concepts of shares debentures reserves and surplus sand balance sheet format as per companies act 2013.</p> <p><b>CO2-</b> Use the legal procedure for repayment of preference share.</p> <p><b>CO3-</b> Acquire knowledge of the legal procedures for redemption of Critically evaluate the knowledge gained on various auditing techniques debentures and their types.</p> <p><b>CO4-</b> Explain various basis of distribution of expenses to find out profit before and after incorporation</p>             |
| 3                           | Business Economics III | <p><b>CO1-</b> Goals for economics are to apply the standard analytical tools of applied economic analysis to business situations.</p> <p><b>CO2-</b> To apply the concept of inflation, money supply, and demand analysis for decision-making operations of the market under varying competitive conditions.</p> <p><b>CO3-</b> To analyse the causes and consequences of unemployment, inflation, and economic growth.</p> <p><b>CO4-</b> Critically evaluate various Fiscal Policies framed by the government and get insight of Budget of the government</p> |



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| 4 | Foundation Course IV | <p><b>CO1-</b> Human Rights – Students have a clear understanding of India’s various human rights citizens have. People from different origins have different constitutional and legal rights (SC, ST, Children, Women, Disabled, etc.)</p> <p><b>CO2-</b> Environmental Concerns – understanding various types of Disasters, their impact on Human Life (physical, psychological, economic, and social) dealing with these Disasters, and Human Rights issues in dealing with Disasters.</p> <p><b>CO3-</b> Science – Understanding how science developed, how it works, how science helps in eradicating superstition, and how we use science in our everyday lives.</p> <p><b>CO4-</b> Evaluate the requirements of different competitive exams conducted in India. Learn and implement soft skills like Motivation, Goal Setting, Time management, and few writing skills.</p> |
| 5 | Commerce IV          | <p><b>CO1-</b> Review the types of production system and list the inventory management systems.</p> <p><b>CO2-</b> Describe the structure of Indian Securities Markets and its impact on the economy.</p> <p><b>CO3-</b> Reflect on the various investment avenues available in India and describe the recent trends in the world of finance.</p> <p><b>CO4-</b> Provides basic knowledge of production management, inventory management, and quality management.</p>  |
| 6 | Auditing             | <p><b>CO1-</b> . Classify different concepts of auditing, types of frauds and errors in auditing</p> <p><b>CO2</b> . Classify different concepts of auditing, types of frauds and errors in auditing</p> <p><b>CO3-</b> . Classify different concepts of auditing, types of frauds and errors in auditing.</p> <p><b>CO4-</b> Examine their role in vouching and verification.</p>   |



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| 7 | Advertising I | <b>CO1-</b> Evaluate the difference between traditional and contemporary media available.<br><b>CO2-</b> Examine the factors to be considered in planning the advertising campaign and effectively frame media planning & buying strategies.<br><b>CO3-</b> Apply the knowledge gained on creativity and examine the impact of celebrity endorsements.<br><b>CO4-</b> Execute print ads and broadcast ads and critically evaluate the effectiveness |
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**T.YB.COM SEMESTER V**

|   |                         |   |
|---|-------------------------|---|
| 1 | Commerce-Paper V (MHRM) | <p><b>CO1-</b> After studying the topics given in the syllabus, the students will understand the marketing decisions and marketing strategies of a firm</p> <p><b>CO2-</b> To Understand Industry need and compete effectively in the industry</p> <p><b>CO3-</b> Examines the various types of Tariff &amp; Non Tariff Barriers, the positives &amp; negatives of WTO &amp; Overseas Market selection process</p> <p><b>CO4-</b> Creates understanding of the Promotion and Distribution Decisions that are part of the marketing process.</p> |
| 2 | Financial Accounting    | <p><b>CO1-</b> Understand better where to invest money in debentures or equity shares.</p> <p><b>CO2-</b> Read, understand, interpret and analyse the financial statements of companies.</p> <p><b>CO3-</b> Understand the causes &amp; effects of internal reconstructions.</p> <p><b>CO4-</b> Acquire information of buy-back of shares and their legal formalities</p>   |
| 3 | Business Economics V    | <p><b>CO1-</b> To understand the basic characteristics of economic development and growth of the Indian economy</p> <p><b>CO2-</b> To analyse new economic policies (privatization, liberalization and globalization) in India</p> <p><b>CO3-</b> To understand the industrial scenario of the Indian economy</p> <p><b>CO4-</b> Enhance the knowledge about the Structure, Growth and Reforms in Financial Markets.</p>  |
| 4 | Cost Accounting         | <p><b>CO1-</b> To understand the basic concepts and processes used to determine product costs.</p> <p><b>CO2-</b> To be able to interpret cost accounting statements</p> <p><b>CO3-</b> To analyse and evaluate the information for cost ascertainment, planning, control,</p>  |

  
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|   |   | and decision making.<br><b>CO4-</b> Identify the reasons for the difference in the profits of Cost Accounting & Financial Accounting by preparing a Reconciliation Statement.  |
| 5 | Direct and Indirect Taxes Paper –<br>I – Direct Tax | <b>CO1-</b> To know the definition of important terms, residential status, taxable, and exempted income.<br><b>CO2-</b> To understand – deductions from total income and overall computation of taxable income.<br><b>CO3-</b> To ascertain the residential status of an individual and compute the taxable income of an individual.<br><b>CO4-</b> Practically apply various benefits/ deductions under Chap VI-A of the Income tax act, 1961.  |
| 6 | Export Marketing                                    | <b>CO1-</b> To understand how trade and business are done at the international level.<br><b>CO2-</b> To know about various financial and non-financial schemes provided by the government to promote exports.<br><b>CO3-</b> To understand the primary procedure to be followed while entering into export marketing.<br><b>CO4-</b> Acquire knowledge on Foreign Trade Policy, Role of DGFT, Benefits to status Holders and concepts relating to EOU/SEZ's/ AEZ's   |
| 7 | Computer Systems & Application                      | <b>CO1-</b> The learners will become computer literate and can access, create, save and manage spread sheets and emails and use the internet effectively.<br><b>CO2-</b> They will be familiar with the basic protocols of computer networks.<br><b>CO3-</b> They will be able to establish a basic understanding of the analysis and design of a database. Concepts like relational databases, SQL functions, creation of tables and manipulating them in MySQL, join techniques and can write queries.<br><b>CO4-</b> Apply practical knowledge & exposure to MS-Excel |



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**Semester - VI**

|   |                          |   |
|---|--------------------------|---|
| 1 | Commerce-Paper VI (MHRM) | <p><b>CO1-</b> After studying the topics given in the syllabus, the students will understand HR &amp; HR-related strategies</p> <p><b>CO2-</b> To Understand HR Policies and their need effectively in the industry.</p> <p><b>CO3-</b> Reflect Morale and Grievance Redressal are used to help students understand leadership and various theories of leadership.</p> <p><b>CO4-</b> Use of modern trends in human resources management as well as challenges in the field</p> |
| 2 | Financial Accounting     | <p><b>CO1-</b> Develop annotating on foreign transactions and currency rate and their effects.</p> <p><b>CO2-</b> Acquire knowledge on subscription of shares and debentures &amp; various types of underwriters.</p> <p><b>CO3-</b> Acquire Practical knowledge on LLP and their accounting procedure.</p> <p><b>CO4-</b> Identify equity share and underwriter liability and prepared underwriter statement.</p>  |
| 3 | Business Economics VI    | <p><b>CO1-</b> To understand the basic characteristics of economic development and growth of the global economy.</p> <p><b>CO2-</b> To analyse new economic policies (privatization, liberalization, and globalization) in India connected with the global economy.</p> <p><b>CO3-</b> Develop knowledge about Balance of Payments and International Economic Organisations.</p> <p><b>CO4-</b> Critically evaluate Foreign Exchange Marke</p>                                  |



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| 4 | Cost Accounting                                      | <p><b>CO1</b>-Examining emerging concepts of cost accounting.<br/> <b>CO2</b>-Apply the knowledge gained on marginal and standard costing.<br/> <b>CO3</b>-Critically evaluate the knowledge gained on cost control account<br/> <b>CO4</b>-Classify different types of process costing and cost accounting</p>   |
| 5 | Direct and Indirect Taxes Paper-II<br>– Indirect Tax | <p><b>CO1</b>-Define the different concepts and terms used in the Goods and Services Tax (GST). <b>CO2</b>-Use the timing, location, and value of supply in a practical way.<br/> <b>CO3</b>- Examine the contents and format for various documents like tax invoice, bill of supply, debit note, credit note etc.<br/> <b>CO4</b>- Practically compute the amount of CGST, SGST and IGST payable after considering the eligible input tax credit.</p>  |
| 6 | Export Marketing                                     | <p><b>CO1</b>- To understand how trade and business are done at the international level.<br/> <b>CO2</b>- To know about various financial and non-financial schemes provided by the government to promote exports.<br/> <b>CO3</b>- To understand the primary procedure to be followed while entering into export marketing.<br/> <b>CO4</b>- Reflect export procedure, role of customs House Agent Pre-shipment and port shipment procedure, quality control procedure, customs clearance.</p> |



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|   |                                 |  |
|---|---------------------------------|--|
| 7 | Computer Systems & Applications | <p><b>CO1-</b> The learners will become computer literate and can access, create, save and manage spread sheets and emails and use the internet effectively.</p> <p><b>CO2-</b> They will be familiar with the basic protocols of computer networks.</p> <p><b>CO3-</b> They will be able to establish a basic understanding of the analysis and design of a database. Concepts like relational databases, SQL functions, creation of tables and manipulating them in MySQL, join techniques, and can write queries.</p> <p><b>CO4-</b> Execute the calculations in Visual Basic using conditions, sub procedures and sub functions.</p> |
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# Bachelor of Commerce (Accounting & Finance) Programme Outcome, & Course Outcome



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## PROGRAM OUTCOME

**PO1** -To develop fundamental knowledge about finance, accounting, auditing, taxation, law, technology, and innovative practices by adopting learner-centric pedagogy.

**PO2**-To motivate students to pursue higher studies such as Chartered Accountancy, Cost Accountancy, Financial Analysis and Business Administration.

**PO3**-To Nurture students' ability to become consultants.

**PO4** - Promotes students to become professionals / managers / entrepreneurs / accountants.



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**COURSE OUTCOME****FYBAF - SEM I**

|   |                            |   |
|---|----------------------------|---|
| 1 | Foundation Course          | <p><b>CO1-</b> At the end of this course students should be able to: Understand the demographic composition of India having regard to Language, Religion, and Gender, etc.</p> <p><b>CO2 -</b> Understood stratified reasons for differences and women 'problems.</p> <p><b>CO3-</b> Understood the fundamental duties of Indian citizens specified in the Indian Constitution.</p> <p><b>CO4-</b>Understood hierarchy of local self-government and amendment to the same.</p>  |
| 2 | Business Communication - I | <p><b>CO1 -</b> At the end of this course students should be able to understand what is communication, types of communication, on, channel and modes of communication.</p> <p><b>CO2-</b> Helpful for getting knowledge about how to overcome the barrier and how to improve our listings skills.</p> <p><b>CO3 -</b> Getting knowledge about what is ethics and how and for what it should be followed.</p> <p><b>CO4-</b> Learn much more about parts, structure, principles of letter writing, and how to write d variety of personal letters. Learn about developing ideas about letter writing and paragraph writing..</p> |
| 3 | Business Economics- I      | <p><b>CO1</b> At the end of this course, students should be able to: Expose students of Commerce to basic Micro Economics</p> <p><b>CO2-</b> Concepts and inculcate an analytical approach to the subject matter</p> <p><b>CO3-</b>Stimulate the students' interest by showing the relievable and use of various economic theories and functions.</p> <p><b>CO4-</b> Apply economic reasoning to problems of business.</p>  |



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| 4. | Business Environment     | <p><b>CO1-</b> At the end of this course students should be able to: Understand the concept of the business environment and various tools of environmental analysis.</p> <p><b>CO2-</b> Aware of business ethics.</p> <p><b>CO3-</b> Aware of various consumer laws in India.</p> <p><b>CO4-</b> Identify the factors of the international business environment. Understand the positive and negative impact of the environment on business.</p> <p><b>CO5-</b> Understand ethical issues in business, ethical dilemmas, the procedure for registration under MSMED Act, 2006, and also the provisions related to the consumer protection Act.</p> <p><b>CO6-</b> Know CSR, Corporate Governance, carbon credit, and implementation of CSR activities by various companies. Know MNCs and TNCs. Implications of WTO and FDI for Indian Industries.</p> |
| 5. | Cost Accounting - I      | <p><b>CO1-</b> At the end of this course students should be able to: Understand the concepts of costing and accounting procedures.</p> <p><b>CO2-</b> Study practical adjustments in production with elements of cost</p> <p><b>CO3-</b> Study practical approach towards cost structure of labours</p> <p><b>CO4-</b> Understanding formulas for calculation of the cost of labor. Study practical approach towards overheads in production Study per overhead cost and apportionment of elements used in production.</p>   |
| 6. | Financial Accounting - I | <p><b>CO1-</b> Solve practical problems regarding Inventory Valuation by FIFO and Weighted Average Method.</p> <p><b>CO2-</b> Classify in considering features of various transactions and able to apply the structure of Final Accounts in proper manner. Accounting of Departmental Stores.</p> <p><b>CO3-</b> Understood application of Hire purchase transactions in real life as a regular transaction in society</p> <p><b>CO4-</b> Develop the skill of preparing final accounts.</p>   |



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| 7. | Financial Management | <p><b>CO1-</b> Understand the concept of financial management.</p> <p><b>CO2-</b> Understand the different concepts of valuation. <b>CO3-</b> Calculate various leverages on their own. Easily identify various sources of finance. Calculate cost of capital of the various firms.</p> <p><b>CO4-</b> Understand overall knowledge about the mobilisation of funds</p> |
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| <b>Semester – II</b> |                   |  |
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| 1.                   | Foundation Course | <p><b>CO1-</b> Understand New industrial policy 1992 with its economic reform.</p> <p><b>CO2-</b> Understand fundamental rights stated in the constitution. Understood the importance of environmental protection in the current era.</p> <p><b>CO3-</b> Understood the significance of aggression, violence and the need to control in life.</p> <p><b>CO4-</b> Understood conflict resolution techniques and peace and harmony in society.</p> |
| 2.                   | Auditing - I      | <p><b>CO1-</b> At the end of this course students should be able to: Understand the concept of auditing, errors and frauds, principles of audit, and types of audits.</p> <p><b>CO2-</b> Plan audit program and, maintain working papers and audit notebook.</p> <p><b>CO3-</b> Understand techniques of auditing.</p> <p><b>CO4-</b> Understand the concept of internal audit.</p>  |



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| 3. | Financial Accounting - II     | <p><b>CO1-</b> Understand the difference between the single-entry system and double entry system and practically able to link up, to prepare final accounts from the incomplete record.</p> <p><b>CO2-</b> Learn the application of Branch Accounting for small branches by Debtor system and for big branches by the stock and debtors' system.</p> <p><b>CO3-</b> Understand transactions between Principal/ Manufacture and agent, able to apply consignment accounting regarding these transactions.</p> <p><b>CO4-</b> Know basic principles of insurance and able to calculate fire insurance claim regarding goods lost by fire.</p>                          |
| 4. | Business Mathematics          | <p><b>CO1-</b> Demonstrate an understanding of the foundations and history of mathematics.</p> <p><b>CO2-</b> Perform computations in higher mathematics. Read and understand middle-level proofs.</p> <p><b>CO3-</b> Write and understand the basics of Profit and loss, interest, and annuity concepts. Develop and maintain problem-solving skills.</p> <p><b>CO4-</b> Able to solve the problems based on ratio, proportion, and percentage. students able to understand the practical aspects of shares and mutual funds. understand the practical aspects of shares and mutual funds.</p>  |
| 5. | Innovative Financial Services | <p><b>CO1-</b> At the end of this course students should be able to know the scenario of the financial service sector in India. The various services offered, the procedures, criteria, eligibility, and need for availing of such services.</p> <p><b>CO2-</b> The students would also understand the issue management &amp; securitization process, and the background of the stock market operations</p> <p><b>CO3-</b> The students would also provides a good understanding of Credit Rating Agencies &amp; consumer finance.</p> <p><b>CO4-</b> Evaluate the issue management &amp; securitization process, the background of the stock market operations.</p> |



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| 6                     | Business Law - I           | <p><b>CO1-</b> Understand the legality behind of making the contract.</p> <p><b>CO2-</b> Understand the legality behind making the contract of sale and agreement to sale.</p> <p><b>CO3-</b> Understand the legality behind negotiable instruments of promissory notes, bills of exchange, and cheques.</p> <p><b>CO4-</b> Understand the legality and rights of consumers.</p>  |
| 7                     | Business Communication     | <p><b>CO1-</b> At the end of this course, students should be able to: Deal with nerves and think more positively about public speaking.</p> <p><b>CO2-</b> Consider ways of grabbing the listener's attention, holding their interest, and concluding strongly.</p> <p><b>CO3-</b> Use body language and tone of voice to enhance their presentations.</p> <p><b>CO4-</b> Use slides and visual aids effectively. Students will develop knowledge, skills, and judgment around human communication through practicing business letters that facilitate their ability to work collaboratively with others.</p> |
| <b>Semester – III</b> |                            |   |
| 1                     | Financial Market Operation | <p><b>CO1-</b> Get proper guidance about investment, differences between banking and non-banking financial services, and inflation. Understand knowledge regarding Sensex, IPO shares, and methods of raising finance by the company through various financial instruments.</p> <p><b>CO2-</b> Understand the classification of financial instruments and derivatives.</p> <p><b>CO3-</b> Students able to understand consumer finance, plastic money, features of financial services, and underwriter.</p> <p><b>CO4-</b> Understand the different types of credit rating agency India</p>                   |



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| 2 | Business Economics -II | <p><b>CO1-</b> At the end of this course students should be able to: Understand the concept of Macroeconomics and various circular flows of income.</p> <p><b>CO2-</b> Understand various concepts in money, prices and inflation .Aware of public finance in depth.</p> <p><b>CO3-</b>Understand various sources of public revenue and expenditure. An appreciation of the ethical issues in economics competition.</p> <p><b>CO4-</b> Analyse Fiscal management and Financial administration of the Government</p>  |
| 3 | Cost Accounting - II   | <p><b>CO1-</b> Solve cost sheet problems and acquired the skill of application of cost sheet. One of the important techniques to determine prices.</p> <p><b>CO2-</b> Find reasons of the distinction between financial accounting and cost accounting and to solve practical problems. Apply calculation of pricing of large size contract by contract costing and to solve practical problems.</p> <p><b>CO3-</b>Apply the technique of determination of the price at the time of running the manufacturing process by process costing in a practical manner.</p> <p><b>CO4-</b> Carry out cost sheet problems and acquired skill of application of cost sheet. One of the important techniques to determine prices.</p>                                  |
| 4 | Direct Taxation        | <p><b>CO1-</b> At the end of this course students would have a firm grip on the legal as well as the practical aspects of the subjects. Develop knowledge of various sections under Direct taxes.</p> <p><b>CO2-</b> The students will be able to compute income from salary, and deductions at various sources. Learn about capital gains, and tax rates under partnership firm &amp; Individual. The various methods &amp; procedures of tax planning &amp; ethics in taxation will also be learnt.</p> <p><b>CO3-</b> Practically apply various benefits/ deductions under Chap VI-A of the Income tax act, 1961 which are to be reduced from the gross total income of the assessee.</p> <p><b>CO4-</b> Practically compute total income of assess.</p> |



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| 5 | Financial Accounting III | <p><b>CO1-</b> To learn the structure of Final Accounts of Partnership Firms with Admission, Retirement, Death of a partner.</p> <p><b>CO2-</b> To learn actual implementation of dissolution of partnership firm with the technique of Piecemeal Distribution of Cash.</p> <p><b>CO3-</b> To learn the procedure of Amalgamation of partnership firm and conversion of partnership firm into a joint-stock company.</p> <p><b>CO4-</b> To learn inter-settlement of various transactions during the conversion of partnership firm into Joint Stock Co.</p> <p><b>CO5-</b> To learn transactions and procedures of foreign currency translation into Indian Rupees.</p>  |
| 6 | Business Law             | <p><b>CO1-</b> At the end of this course students should be able to: Understand an insight of various beneficial social <b>legislative measures</b>.</p> <p><b>CO2-</b> Understand the rights and liabilities of partners, Outsiders. Incorporation and dissolution of the partnership firm.</p> <p><b>CO3-</b> Understand the nature of LLP, merits of LLP and process of winding up of LLP. Understand provisions of Health safety and welfare measures for workers and their inspection.</p> <p><b>CO4-</b> Demonstrate an understanding of the legal environment of business.</p> <p><b>CO5-</b> Apply basic legal knowledge to business transactions. Communicate effectively using standard business and legal terminology.</p> |



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| 7                    | Information Technology I | <p><b>CO1-</b> At the end of this course students should be able to:<br/>Learn different parts of hardware and different types of software</p> <p><b>CO2-</b> Learn and execute different commands of MS word, MS Excel and MS PowerPoint</p> <p><b>CO3-</b> Learn Downloading information, creating e-mail ID, and sending, and receiving emails. Learn legal issues of the internet, the importance of electronic data interchange and e-commerce.</p> <p><b>CO4-</b> Outline the importance of electronic data interchange and e-commerce.</p>  |
| <b>Semester – IV</b> |                          |  |
| 1                    | Management               | <p><b>CO1-</b> At the end of this course students should be able to: Discuss communicate the management evolution and how it will affect future managers. Observe and evaluate the influence of historical forces on the current practice of management.</p> <p><b>CO2-</b> Identify and evaluate social responsibility and ethical issues involved in business situations and logically articulate your own position on such issues.</p> <p><b>CO3-</b> Explain how organizations adapt to an uncertain environment and identify techniques managers use to influence and control the internal environment. Practice the process of management's four functions: planning, organizing, leading, and controlling.</p> <p><b>CO4-</b> Identify and properly use vocabularies within the field of management to articulate one's own position on a specific management issue and communicate effectively with varied audiences</p> |



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| 2  | Research Methodology  | <p><b>CO1-</b> Learn about sources, types of data, and recognition of sources of Data collection. Learn about how to design the research and types of hypotheses.</p> <p><b>CO2-</b> Getting knowledge about the types of data classification of data collection, how to process the data, and learned about the how to calculate the mean, median and mode</p> <p><b>CO3-</b> Learn about how to write a report, interpretation, and submission of data/ project.</p> <p><b>CO4 –</b> Learn about different types of hypothesis</p>   |
| 3  | Financial Accounting  | <p><b>CO1-</b> Apply to formats of Company Final Accounts as per Indian Company's Act, 2013 in a practical manner with notes to accounts.</p> <p><b>CO2-</b> Understand provisions regarding the redemption of preference shares as per the Company's Act, 2013, and apply them practically to solve practical problems.</p> <p><b>CO3-</b> Understand various types of redemption of debentures and preference share also they are able to understand provisions regarding the redemption of debentures.</p> <p><b>CO4-</b> Apply conversion of foreign currency into Indian currency when solving practical problems about foreign branches. Classify the appropriate basis for allocation regarding Profit Prior Incorporation and apply when to solve a practical problem.</p> |
| 4. | Management Accounting | <p><b>CO1-</b> Understand the concept of management accounting. Analyses and interpret financial statements.</p> <p><b>CO2-</b> Calculate various ratios from the financial statements.</p> <p><b>CO3-</b> Manage working capital requirement estimations of the firm.</p> <p><b>CO4-</b> Understand the indirect method of cash flow analysis</p>   |



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| 6 | Information Technology - II      | <p><b>CO1-</b> At the end of this course students should be able to:<br/>                 Learn the need and importance of business processes, business process management in IT, BPM life cycle<br/> <b>CO2-</b> Learn practical knowledge of Tally software<br/> <b>CO3-</b> Learn the importance and applications of information systems in management, the role of computers in MIS Learn different IT auditing techniques<br/> <b>CO4-</b> Evaluate the effectiveness of Internal audits in a computer-based environment</p> |
| 7 | Business Law (Company Law) – III | <p><b>CO1-</b> Creates understanding of the legal framework<br/> <b>CO2-</b> Clarify the incorporation of companies, public offer, private placement, share capital and debentures<br/> <b>CO3-</b> Aware about Public offer and private placement<br/> <b>CO4-</b> Evaluate the effectiveness of Internal audits in a computer-based environment</p>   |

| <b>TYBAF</b>        |                        |   |
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| <b>Semester – V</b> |                        |   |
| 1                   | Management Application | <p><b>CO1-</b> At the end of this course students should be able to:<br/>                 Acquired analytical skills in solving marketing- related problems and challenges and be familiar with the strategic marketing management process.<br/> <b>CO2-</b> Exposed to the development, evaluation, and implementation of marketing management in a variety of business environments.<br/> <b>CO3-</b> Understand the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes.<br/> <b>CO4-</b> Learn to administer and contribute to the design and evaluation of the performance management program.<br/> <b>CO5-</b> Acquired skills to develop, implement, and evaluate employee orientation, training, and development programs.<br/>                 Perform analytical reviews of financial</p> |



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|   |                      | results, proposals, and plans.   |
| 2 | Financial Management | <p><b>CO1-</b> At the end of this course students should be able to: understand the concept of capital budgeting, receivable management, mutual fund and bond valuation and their practical implication in the real life.</p> <p><b>CO2-</b> Understand the concept of net present value and how to calculate the payback period of projects.</p> <p><b>CO3-</b> Evaluate the economic environment and the impact of governmental economic policies on consumers and financial institutions.</p> <p><b>CO4-</b> The dimensions of performance and risk relevant to financial firms. contemporary measures of financial measures of performance and risk.</p>   |
| 3 | Cost Accounting      | <p><b>CO1-</b> At the end of this course students should be able to: Understand of concepts of costing and accounting procedures. Know ratios that are used in company's</p> <p><b>CO2-</b> Get Knowledge about the comparison of cost integrated and non - integrated costing systems. Study practical activities in production with two systems Study practical approach towards in-service costing Study practical approach towards the process in production</p> <p><b>CO3-</b> Study per unit cost and apportion of elements used in process Study practical calculations of cost with reference to activity Differentiate cost between traditional and ABC approach</p> <p><b>CO4-</b> Student able to learn operating cost and ascertainment of cost per unit</p> |
| 4 | Indirect Taxation    | <p><b>CO1-</b> At the end of this course students should be able to: The practical aspect of GST, how it is calculated and the rate of GST in details.</p> <p><b>CO2-</b> Students are able to calculate GST on their transactions. They were able to understand the various concept of GST.</p> <p><b>CO3-</b> Examine the contents and format for various documents like tax invoice, bill of supply, debit note, credit note etc</p> <p><b>CO4-</b> Explores the process of Registration, place and value of supply and computation of tax liability.</p>   |

  
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| 5 | Financial Accounting - V | <p><b>CO1-</b>At the end of this course students should be able to:<br/>Calculate purchase consideration by a various method of calculation and solve practical problems after considering procedure of amalgamation.</p> <p><b>CO2-</b> Solve practical problems after considering the adverse situation of the company and provisions regarding internal reconstruction. Prepare a statement of the underwriter's liability.</p> <p><b>CO3-</b> Liquidate joint to the stock company as per the procedure. Apply all legal provisions regarding the calculation of buyback.</p> <p><b>CO4-</b>Evaluation of Liquidation of Companies Meaning of liquidation or winding up Preferential payments Overriding preferential payments Preparation of statement of affairs, deficit /surplus account Liquidator's final statement of account.</p> |
| 6 | Financial Accounting-VI  | <p><b>CO1-</b> At the end of this course students should be able to:</p> <p><b>CO2-</b> Apply the format of final accounts as per Banking Companies Act,1949 in a practical manner.</p> <p><b>CO3-</b> Verify the financial position of the Bank from various angles. Apply format of final accounts as per Insurance Companies Act, and verify actual calculation premium in a practical manner.</p> <p><b>CO4-</b> Practically apply the procedure of valuation of personal investment in real, mostly investment in Share market and in Debentures / Bonds. Apply format of final accounts as per LLP Act, 2008 in practical manner.</p>   |



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| Semester – VI |                      |  |
|---------------|----------------------|--|
| 1             | Indian Economics     | <p><b>CO1-</b> At the end of this course students should be able to: Understand the various aspects of the Indian economy.</p> <p><b>CO2-</b> Develop a perspective on the different problems and approaches to economic planning and development in India .Develop a perspective on the different problems and approaches to economic planning and development in India</p> <p><b>CO3-</b>Understand the role of the Indian Economy in the global context, and how different factors have affected this process.</p> <p><b>CO4-</b>At the end of this course students should be able to describe the dimensions of performance and risk relevant to financial firms. understand the concept of business valuation, mergers and acquisitions, etc.</p> |
| 2             | Financial Management | <p><b>CO1-</b> Calculate contemporary measures of financial measures of performance and risk.</p> <p><b>CO2-</b>understand the practical aspect of lease accounting, hire purchase system and its accounting treatment. understand how to calculate the amount of working capital.</p> <p><b>CO3-</b>Describe contemporary managerial risk. Evaluate the economic environment and the impact of government economic policies on consumers and financial institutions.</p> <p><b>CO4-</b> Describe the impact that financial innovation, advances in technology, and changes in regulations have had on the structure of the financial firms/industry.</p>  |
| 3             | Cost Accounting      | <p><b>CO1-</b> Prepare various types of budgets depending upon the types of activities.<br/>Understand the concepts of absorption costing, marginal costing, and cost volume and profit analysis.</p> <p><b>CO2-</b> Take decisions like make or buy, and appropriate sales mix on the basis of analytical costing methods. Findmaterial, labours sales, and overhead variances. activities</p>  |



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| 4 | Taxation - III             | <p><b>CO1</b>-Practically use filing of returns, payment of taxes and refunds</p> <p><b>CO2</b>- Examine accounts, audits and assessment as for the company for GST.</p> <p><b>CO3</b>-Examine the foreign trade policy.</p> <p><b>CO4</b>-Examine the customs duty act in India.</p>   |
| 5 | Financial Accounting - VII | <p><b>CO1</b>- Prepare Final Account for Electricity Company as per Double Account System.</p> <p><b>CO2</b>-Classify Balance Sheet Contingency Reserve Disposal of Surplus (As per Electricity Rules)</p> <p><b>CO3</b>-Create understanding Mutual Fund Introduction, Historical Background SEBI Guidelines, Organisation, NAC Scheme, Types of Mutual Fund Schemes etc</p> <p><b>CO4</b>-Acquire knowledge on Investment Accounting (w.r.t. Accounting Standard- 13) For shares (variable income bearing securities) For debentures/Preference. shares (fixed income bearing securities)</p> |
| 6 | Project                    | <p><b>CO1</b>- This will help the learner in understanding the working of a company</p>   |



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# Bachelor of Commerce (Banking & Insurance)

## Programme Outcome,

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## Course Outcome



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**PROGRAM OUTCOME**

**PO1-** To create for the students of the University of Mumbai an additional avenue of self-employment and also to benefit Banks, Insurance companies, and Industries by providing them with suitably trained persons in the field of Banking & Insurance.

**PO2-** To prepare students to explore opportunities. being newly created. In the field of Banking and Insurance due to Globalization, Privatization, and Liberalization

**PO3-** To Understand In-depth knowledge of various features of Banking and Insurance which includes Financial Investment, Economics, Communication, Legal Parameters, etc.

**PO4-** To Prepare Students to take up promising jobs in Banking and Insurance companies.



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**COURSE OUTCOME OF B. COM (BANKING AND INSURANCE)****FYBBI SEM I**

|   |  |  |
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| 1 | Financial Accounting                             | <p><b>CO1-</b> Learners will learn relevant financial accounting career skills, applying both quantitative and qualitative knowledge to their future careers in business planning and decision making.</p> <p><b>CO2-</b> Learners will be able to prepare financial statements according to the Generally Accepted Accounting Principles.</p> <p><b>CO3-</b> Learners will be able to closing of accounts at the end of the year for sole trading concern and partnership firms</p> <p><b>CO4-</b> Create understanding of closing of accounts at the end of the year for sole trading concern and partnership firm</p> |
| 2 | Principles of Management                         | <p><b>CO1-</b> Learners will understand the role of a manager, critical management theories and philosophies and how to apply them in real life.</p> <p><b>CO2-</b> Analyse the Organisation Structure Of Banking And Insurance Companies.</p> <p><b>CO3-</b> Review how business leaders have developed winning strategies across industries and sectors to grow their companies and achieve success.</p> <p><b>CO4-</b> Review how business leaders have developed winning strategies across industries and sectors to grow their companies and achieve success.</p>   |
| 3 | Environment and Management of Financial Services | <p><b>CO1-</b> Learners will be able to describe the various financial products, services, and strategies offered by the variety of financial services institutions.</p> <p><b>CO2-</b> Enhance mobilisation of funds by the banking and insurance sector.</p> <p><b>CO3-</b> Execute Indian financial markets, financial instruments and financial regulators.</p> <p><b>CO4-</b> Create an understanding of the role of banks, financial institutions and insurance companies in the economy</p>   |



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| 4 | Business Communication | <p><b>CO1-</b> Learners will be able to understand the various levels of organizational communication and communication barriers in an organization, and draft effective business correspondence with clarity.</p> <p><b>CO2-</b> Create an understanding of the role of banks, financial institutions and insurance companies in the economy</p> <p><b>CO3-</b> Create an understanding of the role of banks, financial institutions and insurance companies in the economy</p> <p><b>CO4-</b> Adapt to changing culture and impact of modern technology on business communication.</p> |
| 5 | Foundation Course      | <p><b>CO1-</b> Learners will be sensitized regarding numerous social issues.</p> <p><b>CO2-</b> Make them evaluate the importance of Environment Studies in the current developmental context</p> <p><b>CO3-</b> Comprehend and address the concepts related to stress, conflict, aggression and violence</p> <p><b>CO4-</b> Develop the mechanisms for managing different types of stress, conflict, aggression</p>   |
| 6 | Business Economics     | <p><b>CO1-</b> Learners will be able to apply the various theories and principles of Economics in Business and Commercial Environments.</p> <p><b>CO2-</b> Creates understanding market structures such as perfect competition, monopoly, monopolistic competition and oligopoly.</p> <p><b>CO3-</b> Acquaint the students with the economic principles as are applicable in business</p> <p><b>CO4-</b> Distinguish between different Pricing Practices</p>   |
| 7 | Quantitative Methods   | <p><b>CO1-</b> To equip the student with a broad based knowledge of mathematics with emphasis on business application</p> <p><b>CO2-</b> Use fundamental basic knowledge of statistical techniques in business.</p> <p><b>CO3 -</b> Develop a graphical presentation.</p> <p><b>CO4 -</b> Enhance fundamental basic knowledge of statistical techniques as applicable to business</p>  |
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|   |   | <b>SEMESTER II</b>  |
|---|---|---|
| 1 | Business Law                                      | <b>CO1-</b> Learners will gain the Knowledge and understanding of Indian Contract Act and special contracts.<br><b>CO2-</b> Outline sale of Goods Act 1930 and Negotiable Instruments Act 1881.<br><b>CO3 -</b> Construct Consumer Protection Act, 1986<br><b>CO4-</b> Define Indian Constitution   |
| 2 | Principles and practices of Banking and Insurance | <b>CO1-</b> Learners will gain the Knowledge and understanding of banking sector and Insurance sector in India.<br><b>CO2-</b> Predict various types of risks to understand risk culture in the economic environment, various principles of insurance, risk and return relationship.<br><b>CO3-</b> Describe the role of actuaries in claim and settlement procedure and role of IRDA in the insurance sector.<br><b>CO4 -</b> Summarise banking sector in India.         |
| 3 | Organizational Behaviour                          | <b>CO1-</b> Learner will gain the Knowledge and understanding about organizational behaviour with respect to motivation in banking and insurance sector.<br><b>CO2-</b> Enhance the tension between individual versus groups and group dynamics in organisational life<br><b>CO3-</b> Determine the various ways change has succeeded and failed in contemporary examples and organisations.<br><b>CO4-</b> Develop organisational culture and organizational development |
| 4 | Financial Accounting - II                         | <b>CO1-</b> Creates Understanding valuation of goodwill and shares.<br><b>CO2 -</b> Use knowledge Buyback of equity shares and redemption of Preference shares<br><b>CO3 -</b> Categorized Redemption of debentures<br><b>CO4 -</b> Outline Buyback of equity shares  |
| 5 | Quantitative Methods - II                         | <b>CO1-</b> Calculation of Ratio, Proportion and Percentage<br><b>CO2-</b> Use application of statistics in Investments<br><b>CO3 -</b> Creates understanding of Testing of Hypothesis and Calculation of Ratio, Proportion and percentage<br><b>CO4-</b> Outline Economic indicators, GDP growth, price level inflation rate   |



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| 6 | Foundation Course- II       | <b>CO1-</b> Apply the concept of human and fundamental rights.<br><b>CO2 -</b> Make them evaluate the importance of Environment Studies in the current developmental context.<br><b>CO3-</b> Comprehend and address the concepts related to stress, conflict, aggression and violence.<br><b>CO4-</b> Develop the mechanisms for managing different types of stress, conflict, aggression. |
| 7 | Business Communication - II | <b>CO1-</b> Focus on the set of skills required to be successful in a Group Discussion.<br><b>CO2-</b> Understand the structure and styles of Interviews<br><b>CO3-</b> Examine the concept of a conference as a means of internal and external communication.<br><b>CO4-</b> Examine the scope of public relations in the context of the modern-day world.                                |

**SYBBI SEM III & IV**

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|---|---|--|
| 1 | Information Technology in Banking and Insurance-I | <b>CO1-</b> Learners will learn and understand e-commerce and cyber security and will Learn MS- Excel and MS-Word.<br><b>CO2-</b> Execute different commands of Ms word, Ms Excel and Ms PowerPoint.<br><br><b>CO3-</b> Analysis on Cyber Law & Cyber Security with its history in India.<br><b>CO4-</b> Examine E-security and Reporting of fraud on the Internet         |
| 2 | Financial Markets                                 | <b>CO1-</b> Learners will learn and understand financial markets, commodity markets, and derivative markets.<br><b>CO2-</b> Aware about the role of various markets in marketmaking.<br><b>CO3-</b> Examine the regulatory framework behind markets<br><b>CO4-</b> Execute contemporary developments like technological innovations, micro finance and financial inclusion |
| 3 | Financial Management                              | <b>CO1-</b> Learners will understand the concept of finance, sources of finance, financial management, Financial Planning  |

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|   |   | <p>and Capital budgeting.</p> <p><b>CO2</b>-Calculate various leverages on their own. Easily identify various sources of finance. Calculate cost of capital of the various firms</p> <p><b>CO3</b>-Easily identify various sources of finance. Calculate cost of capital of the various firms</p> <p><b>CO4</b>-alculate cost of capital of the various firms</p>  |
| 4 | Management Accounting                                     | <p><b>CO1</b>- Learner will understand the role of management accounting in decision making, analysis of financial statements, ratio Analysis and working capital management.</p> <p><b>CO2</b>-Develop financial analysis skills among learners</p> <p><b>CO3</b>-Comprehend different contemporary issues in Management Accounting and Reports &amp; Reporting needs</p> <p><b>CO4</b>-Analyse various techniques to various domains concerned with accounting-based applications and solutions</p>  |
| 5 | Direct Tax  | <p><b>CO1</b>- Learners will learn and understand basic terms and residential status, heads of income, and deductions.</p> <p><b>CO2</b>-Examine residential status of an assessee and compute the taxable income of assesses with different residential status.</p> <p><b>CO3</b>-Practically Compute income from salaries, house property, business/profession, capital gains and income from other sources.</p> <p><b>CO4</b>-Practically apply various benefits/ deductions under Chap VI-A of the Income tax act, 1961 which are to be reduced from the gross total income of the assessee.</p> |
| 6 | Foundation Course –III<br>(An overview of banking sector) | <p><b>CO1</b>- Learners will understand banking industry aspects and areas like rural banking,</p> <p><b>CO2</b>- Learners will understand banking contemporary developments like technological inn-ovations, microfinance and financial inclusion technological innovations, microfinance and financial inclusion.</p> <p><b>CO3</b>-Create Soft Skills for Effective Interpersonal Communication.</p>  |
| 7 | Cost Accounting   | <p><b>CO1</b>- To understand the basic concepts and processes used to determine product costs.</p> <p><b>CO2</b>- To be able to interpret cost accounting</p>  |

  
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|    |   | statements<br><b>CO3-</b> To analyse and evaluate the information for cost ascertainment, planning, control, and decision making.<br><b>CO4-</b> Identify the reasons for the difference in the profits of Cost Accounting & Financial Accounting by preparing a Reconciliation Statement.   |
|    |   | <b>SEMESTER III</b>  |
| 8  | Information Technology in Accountancy -II | <b>CO1-</b> Review E-banking Business Models.<br><b>CO2-</b> Formulate the concept of software Development Life Cycle, Project Management<br><b>CO3-</b> Analyse the implementation of Database Management Systems (DBMS), Data Mining, Data Warehousing.<br><b>CO4-</b> Demonstrate automation on MS-Office   |
| 9  | Corporate & Securities Law                | <b>CO1-</b> Identify overview of Company law<br><b>CO2-</b> Creates understanding of Knowledge of Depositories Act, 1996.<br><b>CO3-</b> Enhance regulatory framework of SEBI and Securities contract regulation Act, 1956.<br><b>CO4-</b> Classify The Depositories Act, 1996   |
| 10 | Financial Management – II                 | <b>CO1-</b> The dimensions of performance and risk relevant to financial firms.<br><b>CO2-</b> contemporary measures of financial measures of performance and risk.<br><b>CO3-</b> Use the practical aspect of lease accounting, hire purchase system and its accounting treatment.<br><b>CO4-</b> Evaluate the economic environment and the impact of governmental economic policies on consumers and financial institutions. |
| 11 | Cost Accounting                           | <b>CO1-</b> Understand the basic concepts and the tools used in Cost Accounting<br><b>CO2-</b> Examine the principles and procedure of Cost Accounting and to apply them to different practical situations<br><b>CO3-</b> Demonstrate reconciliation of cost sheet and financial accounts<br><b>CO4-</b> Able to solve problems related to Process Costing,  |

  
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|    |                         | Job Costing, Cost Classification etc   |
| 12 | Foundation Course-IV    | <b>CO1-</b> Remember and Analyse the significance of contemporary rights of citizens.<br><b>CO2-</b> Outline the understanding of approaches to Ecology.<br><b>CO3-</b> Examine their knowledge on Science and Technology<br><b>CO4-</b> Creates understanding of competitive exams  |
| 13 | Business Economics – II | <b>CO1-</b> Evaluate National income and its measurement and how fluctuations in the economy takes place due to trade cycles<br><b>CO2-</b> critically evaluate how demand and supply of money causes inflation in the economy<br><b>CO3-</b> Analyse various activities of the government through Fiscal policies and Budget<br><b>CO4-</b> Classify International Trade and all related aspects.                                 |
| 14 | Wealth Management       | <b>CO1-</b> Giving an overview of Wealth Management and making them understand the importance of financial literacy.<br><b>CO2-</b> Evaluate various financial investment options and make financial decisions.<br><b>CO3-</b> Creates understanding of the risk profile of various investors and various Asset Allocation strategies.<br><b>CO4-</b> Enhance various return rates with the calculation of CAGR, total assets etc. |

**SYBBI SEM V & VI**

|   |                                  |   |
|---|----------------------------------|---|
| 1 | Financial Reporting and Analysis | <b>CO1-</b> Learners will learn to prepare financial statements for banking<br><b>CO2-</b> Learners will learn to prepare insurance companies and learn the ethical aspects of accountancy.<br><b>CO3-</b> Learners will learn to prepare cash flow statement<br><b>CO4-</b> Learners will learn ratio Analysis |
| 2 | Auditing-I                       | <b>CO1-</b> . Classify different concepts of auditing, types of frauds and errors in auditing   |

  
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|   |  | <p><b>CO2</b> . Classify different concepts of auditing, types of frauds and errors in auditing</p> <p><b>CO3-</b> . Classify different concepts of auditing, types of frauds and errors in auditing.</p> <p><b>CO4-</b> Examine their role in vouching and verification.</p>   |
| 3 | Financial Service Management           | <p><b>CO1-</b> Learners will gain knowledge about various financial services and non-banking financial services.</p> <p><b>CO2-</b>Classify traditional and innovative Financial Services after LGP</p> <p><b>CO3-</b>Analyze the basic concepts, applications of these services, scenarios in domestic and international environments.</p> <p><b>CO4-</b>Execute the challenges in the corporate world through management of fee based and fund-based services</p>   |
| 4 | International Banking and Finance      | <p><b>CO1-</b> Learner will gain the knowledge and understanding of international banking operations, international financial Markets and its operations.</p> <p><b>CO2-</b>Differentiate Foreign Exchange Management, Risk Management</p> <p><b>CO3-</b>Outline International Banking Operations</p> <p><b>CO4-</b>Execute Finance besides studying developments in India in this context</p>  |
| 5 | Research Methodology                   | <p><b>CO1-</b> Learners will gain the knowledge and understanding of research collection, interpretation of data, testing, and statistical techniques.</p> <p><b>CO2-</b>Aware the analytical abilities and research skills among the students</p> <p><b>CO3-</b>Define knowledge and understanding of research</p> <p><b>CO4-</b>Carry out hands-on experience and learning in Business Research. Calculate Collection and interpretation of data, testing of hypothesis and use of statistical techniques</p> |
| 6 | Business Ethics & Corporate Governance | <p><b>CO1-</b>Outline Basic concepts of Business Ethics, Understand Values, Norms and Beliefs and Analyse the Role of Values for managers.</p> <p><b>CO2-</b>Examine Ethical Codes, Corporate Social Responsibility and to analyse CSR initiatives.</p> <p><b>CO3-</b>Analyse Financial markets Analyse the Ethical issues in</p>   |



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|   |   | Corporate Governance Analyse the problem of whistle blowing<br><b>CO4-Evaluate Ethical issues in employer – employee relation, understand Ethical issues in marketing and to analyse working conditions.</b>  |
|   |   | <b>Semester VI</b>  |
| 1 | Central Banking                             | <b>CO1-</b> The learner will gain the knowledge and understanding of central banking, the role of RBI as the central bank and Comparative study of Central banks in other countries.<br>1. Aware of Indian economy pre and post independence and the changing face of Central banking in India<br>2. Define the autonomy of RBI and its relation with the Government of India.<br>3. Through this understanding, do the comparison with other countries' economies.<br>Evaluate IT induced changes in the banking sector. |
| 2 | Project Work based in Banking and Insurance | 1. Revise the Research Methodology subject from SEMV.<br>2. Finding a problem in the related topic, search work will be done by students through questionnaires where they learn to create Google forms for the same.<br>3. Analyze the data collected and give suggestions, conclusions for the same problem selected.<br>Accessible to huge information and they learn how to analyse in an efficient manner..  |
| 3 | Security Analysis and Portfolio Management  | <b>CO1-</b> Learner will gain the knowledge and understanding and valuation of portfolio management, fundamental and technical analysis, efficient market theory and CAPM   |
| 4 | Turnaround Management                       | <b>CO1-</b> Learners will gain the knowledge and understanding of Business and industrial sickness, development of turnaround management and application of those strategies, the Concept of corporate restructuring and exposure to contemporary business scenarios.<br><b>CO2-</b> Examine the Business organization and strategy for business organisation.<br><b>CO3-</b> Develop Survival strategies in business   |

  
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|   |                            | <p>organisations.</p> <p><b>CO4</b>-Outline Industrial sickness and Internal and external reasons that lead to sickness.</p>   |
| 5 | Human Resources Management | <p><b>CO1</b>- The learner will learn human resources management, planning, training and development, recruitment and selection, and human resources audit, job analysis, and job designing.</p> <p><b>CO2</b> - Enhance the need and objectives for human resource management with respect to the banking sector.</p> <p><b>CO3</b> - Classify knowledge of various aspects of Human Resource management and Execute concepts like recruitment, training, development and compensation with reference to the banking sector.</p> <p><b>CO4</b> - Outline ways for maintaining high employees morale and sound human relations by sustaining and improving the various conditions and facilities</p> |
| 6 | Auditing II                | <p><b>CO1</b> - Define how audit is being conducted in limited companies, banking companies and insurance companies and the role of regulatory bodies in the same.</p> <p><b>CO2</b> - Evaluate new areas of auditing introduced over a period of time, Audit in the EDP environment.</p> <p><b>CO3</b> - Classify professional ethics and professional misconduct relating to schedules to the Chartered Accountants Act 1949 and changes into the same</p> <p><b>CO4</b> - Execute need for professional ethics in the auditing process.</p>   |



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# Bachelor of Commerce (Financial Markets) Programme Outcome, & Course Outcome



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**PROGRAMME OUTCOME:**

**PO1-**After completing three years in the Bachelor of Commerce (Financial Markets) program the students will be able to understand the and fundamental & operations of the financial market and to apply & evaluate the financial & investment theories.

**PO2-** To focus deeply on the basics of trading & its regulations market forces etc. To gain knowledge about risk, wealth, economics as well as the legal framework of financial market.

**PO3-** To give an idea about fundamentals of financial services and players in financial sectors, the key concept from environmental studies, political and social analysis as they pertain to the design, about different trade policies on export and import, preparing financial statements following appropriate standards.

**PO4-** To Understand the law of demand, supply forecasting and consumer durability

**PO5-** To Understand the mechanics and conventions of the foreign exchange market



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**Bachelor of Commerce (Financial Market) Course Outcomes  
FYBFM SEMESTER - I**

|    |                          |   |
|----|--------------------------|---|
| 1  | Foundation Course        | <p><b>CO1-:</b> Understand the demographic composition of India having regard to Language, Religion, Gender, etc.</p> <p><b>CO2-.</b> Understand stratified reasons for differences and women's problems.</p> <p><b>CO3-</b> Understand the fundamental duties of India citizens specified the in Indian Constitution</p> <p><b>CO4-..</b> Under the and hierarchy of local self-government and amendment to the same</p>   |
| 2  | Business Communication-I | <p><b>CO1-</b> Getting knowledge about communication, types of communication, channel, and modes of communication. Helpful for getting knowledge about how to overcome the barrier and how to improve our listings skills. It is getting knowledge about ethics and how and for what it should be followed.</p> <p><b>CO2-</b> Learn much more about parts, the structure letter writing and how to write the variety of personal letters. Learn about developing ideas about letter writing and Paragraph Writing .</p> <p><b>CO3-</b> To develop &amp; improve various skills like communication, reading, listing, note- making, persuasive speaking, body language &amp; gestures.</p> <p><b>CO4-</b>Adapt to changing culture and impact of modern technology on business communication.</p> |
| 3. | Business Environment     | <p><b>CO1-</b>Understand the concept of the business environment and various tools of environmental analysis. Aware of business ethics. Aware of various consumer laws in India.</p> <p>Identify the factors of the international business environment.</p> <p><b>CO2 -</b> Understand the positive and negative impact of the environment on business. Understand ethical issues in business, procedure for registration under MSMEDAct,2006, and also the provisions related to the consumer protection Act.</p> <p><b>CO3-</b> Know CSR, Corporate Governance, carbon credit, and implementation of CSR activities by various</p>  |

  
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|    |                                   | companies. Know MNCs and TNCs. Implications of WTO and FDI for Indian Industries.<br><b>CO4-</b> Identify the factors of the international business environment.  |
| 4. | Introduction to Financial Systems | <b>CO1-</b> Understand the concepts of Financial Systems. Understand the concepts of Financial Markets.<br><b>CO2-</b> Understand the concepts of Financial Regulators.<br><b>CO3-</b> Understand the concepts of Financial Instruments.<br><b>CO4-</b> Understand the concepts of Money Markets  |
| 5  | Financial Accounting - I          | <b>CO1-</b> Learners will learn relevant financial accounting career skills, applying both quantitative and qualitative knowledge to their future careers in business planning and decision making.<br><b>CO2-</b> Learners will be able to prepare financial statements according to the Generally Accepted Accounting Principles.<br><b>CO3-</b> Learners will be able to closing of accounts at the end of the year for sole trading concern and partnership firms<br><b>CO4-</b> Create understanding of closing of accounts at the end of the year for sole trading concern and partnership firm |
| 7. | Business Mathematics              | <b>CO1-</b> Read and understand middle-level proofs. Write and understand the basics of Profit and loss, understand annuity concepts. Develop and maintain problem-solving skills.<br><b>CO2-</b> Able to solve the problems based on ratio, proportion, and percentage.<br><b>CO3-</b> Students able to understand the practical aspects of shares and mutual funds.<br><b>CO4-</b> Develop and maintain problem-solving skills.   |



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| <b>FYBFM SEMESTER II</b> |                          |   |
|--------------------------|--------------------------|---|
| 1                        | Foundation Course-II     | <p><b>CO1-</b>Understand New industrial policy 1992 with its economic reform.</p> <p><b>CO2-</b> Understand fundamental rights stated in the constitution.</p> <p><b>CO3-</b> Understand the importance of environmental protection in the current era. Understand the significance of aggression, violence, and the need to control in life.</p> <p><b>CO4-</b> Understand conflict resolution techniques and peace and harmony in society.</p>  |
| 2                        | Business Statistics      | <p><b>CO1-</b>Understand the concept of population and sample with illustration Methods of sampling- SRSWR, SRSWOR, stratified, systematic</p> <p><b>CO2-</b> Understand the concept of Data condensation, and graphical methods Concept of dispersion, absolute and relative measures of dispersion, range variance, standard deviation, coefficient of variation,</p> <p><b>CO3-</b> Understand the concept of Formulation of LPP, solution by graphical methods, problems relating to two variables only</p> <p><b>CO4-</b> Understand the concept of Mean , Mode , Median etc</p>   |
| 4                        | Principles of Management | <p><b>CO1-</b>Understand the concept of Nature and process of management, basic management roles and skills, nature of managerial work, approaches to management, classical behavior, systems, and contingency approaches, contemporary issues, and challenges</p> <p><b>CO2-</b> Understand the concept of concept, purpose, and process of planning, kinds of plans, strategies, policies, and planning, premises, goal setting, MBO, decision making, conditions, forms of group decision making in an organization.</p> <p><b>CO3-</b>Demonstrate the roles, skills and functions of management</p> <p><b>CO4-</b>Illustrate the diverse learning opportunities for developing analytical and soft skills</p> |

  
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| 5 | Environmental Science  | <p><b>CO1-</b> Environment- structure, components, and typology Biodiversity- Classification, value, hearts to biodiversity</p> <p><b>CO2-</b> Understand the importance, and classification of natural resources Economic activities-nature and pattern- primary, secondary, and tertiary Environment management-</p> <p><b>CO3</b> Understand the Concept, need and relevance of environmental education.</p>   |
| 6 | Computer Skills - I    | <p><b>CO1-</b> Personal Computers- identification/demonstration of different storage Getting started, The Word window, new documents, Document navigation.</p> <p><b>CO2-</b> Editing text, working with text, Undo and Redo commands, Cut, copy, and paste, Find and replace Text formatting, Character formatting, Tab settings, paragraph formatting,</p> <p><b>CO3-</b> Paragraph spacing and indents Tables, creating tables, Working with table content, Changing the table structure Page layout, Headers and footers,</p> <p><b>CO4-</b> Page setup Graphics, adding graphics and clip art, Working with graphics Proofing, printing, and exporting, Spelling and grammar, Auto Correct, Printing and exporting documents</p> |
| 7 | Business Communication | <p><b>CO1-</b> Focus on the set of skills required to be successful in a Group Discussion.</p> <p><b>CO2-</b> Understand the structure and styles of Interviews</p> <p><b>CO3-</b> Examine the concept of a conference as a means of internal and external communication.</p> <p><b>CO4-</b> Examine the scope of public relations in the context of the modern-day world.</p>  |



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| Semester III |   |  |
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| 1            | Foundation Course III<br>- Money Market | <p><b>CO1-</b>Get proper guidance about investment, differences between banking and non-banking financial services, and inflation.</p> <p><b>CO2-</b> Understand knowledge regarding Sensex, IPO shares, and methods of raising finance by a company through various financial instruments. Understand the classification of financial instruments and derivatives. Get helpful knowledge about consumer finance, plastic money, features of financial services, and underwriter.</p> <p><b>CO3-</b> Understand the concept of management accounting. Analyses and interpret financial statements.</p> <p><b>CO4-</b>Calculate various ratios from the financial statements. Do cash flow analysis</p> |
| 2            | Management Accounting                   | <p><b>CO1-</b> The learners will understand the practical application of various financial analysis tools, which will help them in the n evaluation of the various targets achievable in the future.</p> <p><b>CO2-</b> The course will make the students employable as Finance Managers in Accounting and Finance.</p> <p><b>CO3-</b>Calculate practical problems regarding management of Working Capital.</p> <p><b>CO4-</b> Execute practical problems regarding various techniques of Capital Budgeting.</p>   |



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| 3. | Business Law I   | <p><b>CO1</b>-Understand an insight into various beneficial social legislative measures.</p> <p><b>CO2</b>-Understand the rights and liabilities of partners, Outsiders. Incorporation and dissolution of the partnership firm. Understand the nature of LLP, merits of LLP, and process of winding up of LLP</p> <p><b>CO3</b>- Understand provisions of Health safety and welfare measures for workers and their inspection.</p> <p><b>CO4</b>-Demonstrate an understanding of the legal environment of business. Apply basic legal knowledge to business transactions.</p> <p><b>CO5</b>-Communicate effectively using standard business and legal terminology.</p> |
| 4  | Debt Markets     | <p><b>CO1</b>- Understand Debt Markets, Instruments &amp; players in debt markets, Bonds - Features of bonds, Types of bonds, Issuers of bonds, Bond ratings- importance &amp; relevance and rating agencies.</p> <p><b>CO2</b>-Valuation of bonds- Determinants of the value of bonds, Bond Mathematics, Yield Curve Analysis</p> <p><b>CO3</b>-Learners will be able to demonstrate the types of Bonds and their Valuation methods.</p> <p><b>CO4</b>- Illustrate the diverse learning opportunities for developing analytical and soft skills</p>   |
| 5  | Equity Markets I | <p><b>CO1</b>- To learn the structure of equity markets and the growth of the corporate sector To learn about the primary market and its instruments</p> <p><b>CO2</b>- To learn about secondary markets and the growth of stock exchanges. To understand the importance of Equity Markets in developing countries like India</p> <p><b>CO3</b>-The learner will be able to demonstrate the role, functions and powers of regulators in the Equity Markets.</p> <p><b>CO4</b>-The learner will be able to create an equity-based portfolio by using efficient capital allocation and diversification techniques</p>  |



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|                      |                    |   |
|----------------------|--------------------|---|
| 6                    | Commodities Market | <p><b>CO1</b>-To learn the structure of commodities markets and dynamics of global commodity markets</p> <p><b>CO2</b>-To learn about commodity exchanges and their role</p> <p><b>CO3</b>- To understand how to strengthen commodities markets in India</p>  |
| 7                    | Computer Skills II | <p><b>CO1</b>-Learn different parts of hardware and different types of software . Learn and execute different commands of Ms word, Excel and PowerPoint</p> <p><b>CO2</b>- Learn to download information, create an e-mail ID, and send and receive e-mails.</p> <p><b>CO3</b>-Learn legal issues of the internet, the importance of electronic data interchange, and e- commerce.</p> <p><b>CO4</b>-The Learner will be able to prepare the strategy for online transactions and online trading.</p> |
| <b>SEMESTER - IV</b> |                    |   |
| 1                    | Debt Markets II    | <p><b>CO1</b>- Understand Debt Markets Instruments &amp; players in debt markets Bonds - Features of bonds, Types of bonds, Issuers of bonds,</p> <p><b>CO2</b>-Bond ratings- importance &amp; relevance and rating agencies.</p> <p><b>CO3</b>- Valuation of bonds- Determinants of the value of bonds, Bond mathematics, Yield Curve Analysis</p> <p><b>CO4</b>-Learners will be able to design fixed income portfolios using the knowledge of yield sensitivities and various risk exposures.</p>  |
| 2                    | Equity Markets II  | <p><b>CO1</b>- To learn the structure of equity markets the and growth of corporate sector</p> <p><b>CO2</b>- To learn about the primary market and its instruments</p> <p><b>CO3</b>-To learn about secondary markets and the growth of stock exchanges.</p> <p><b>CO4</b>-To understand the importance of Equity Markets in developing countries like India.</p>  |



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|   |                        |  |
|---|------------------------|--|
| 3 | Commodities Market     | <p><b>CO1-</b> To learn the structure of commodities markets and dynamics of global commodity markets</p> <p><b>CO2-</b> To learn about commodity exchanges and their role</p> <p><b>CO3-</b> To understand how to strengthen commodities markets in India.</p> <p><b>CO4-</b> Learners will be able to design fixed income portfolios using the knowledge of yield sensitivities and various risk exposures.</p>  |
| 4 | Corporate Finance      | <p><b>CO1-</b> Understand the concept of capital budgeting, receivable management, mutual fund, and bond valuation, and their practical implication in the real life.</p> <p><b>CO2-</b> Understand the concept of net present value and how to calculate the payback period.</p> <p><b>CO3:</b> Learners will be able to formulate an optimal capital structure.</p> <p><b>CO4-</b> Learners will be able to evaluate capital projects under different situations using appropriate capital budgeting techniques.</p> |
| 5 | Business Law - II      | <p><b>CO1-</b> Students have understood various definitions required to learn the provision of the company Act 2013.</p> <p><b>CO2-</b> Understand the process of incorporation of the company and its importance.</p> <p><b>CO3-</b> Understand the ways to raise capital in the primary market by public companies and private companies.</p> <p><b>CO4-</b> Students have to Understand the types of prospectuses and the need to issue in different situations.</p>  |
| 6 | Business Economics- II | <p><b>CO1-</b> Understand the various aspects of the Indian economy.</p> <p><b>CO2-</b> Develop a perspective on India's different problems and approaches to economic planning and development.</p> <p><b>CO3-</b> Develop a perspective on the different problems and approaches to economic planning and development in India</p> <p><b>CO4-</b> Understand the Indian economy's role in the global context and how different factors have affected this process.</p>   |



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| SEMESTER - V |                                 |  |
|--------------|---------------------------------|--|
| 1            | Marketing in Financial Services | <p><b>CO1</b>-Understand the concept of the Foundation of services marketing Services Market Segmentation, Positioning, and Differentiation of Services, Customer Relationship Management Customer Loyalty, Extended Services Marketing Mix:</p> <p><b>CO2</b>-Going Beyond the 4 Ps. (7Ps of Services Marketing). Service Delivery Process</p> <p><b>CO3</b>-Service Blueprints, Customer Satisfaction &amp; Service Quality in Service Marketing, GAP Model – Handling complaints effectively</p>    |
| 3            | Corporate Accounting            | <p><b>CO1</b>-Understand concepts of Redemption of Preference shares and redemption of debentures. Problems about Redemption of Preference shares and redemption of debentures.</p> <p><b>CO2</b>- Ascertainment and treatment of profit before incorporation Amalgamation of Companies (w.e.t. AS 14) (Excluding Intercompany Holdings)</p> <p><b>CO3</b> - Need for reconstruction and Company Law provisions</p>  |
| 4            | Equity Research                 | <p><b>CO1</b>- Understand concepts of Introduction and meaning of research, Formulation of the research problem.</p> <p><b>CO2</b>-Meaning of Introduction, Need, and good research design.</p> <p><b>CO3</b> - Introduction to Data Collection and types of Data,</p> <p>A) Fundamentals of Research</p> <p>B) Economy Analysis –</p> <p>C) Industry Analysis – Theories for analysis of industry performance</p> <p>D) Company Analysis A) Qualitative Dimensions</p> <p>Quantitative Dimensions</p> |



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|   |                       |   |
|---|-----------------------|---|
| 5 | Direct Taxation       | <p><b>CO1</b>-Definitions and Residential Status Salary (Sec.15- 17) Income from House Property (Sec. 22-27) Profit &amp; Gain from Business and Profession (Sec. 28, 30,31,32, 35, 35D,36,37, 40,40A and 43B) Capital Gain (Sec. 45, 48, 49, 50 and 54)</p> <p><b>CO2</b>-Income from other sources (Sec.56- 59) educations from Total Income S. 80C, 80CCC, 80D, 80DD, 80E, 80U, 80TTA</p> <p><b>CO3</b>- Computation of Total Income and Taxable Income of Individuals</p> |
| 6 | Financial Derivatives | <p><b>CO1</b>-Definition – Types, Participants and Functions, Development of Exchange-traded derivatives</p> <p><b>CO2</b>-Under concepts of Futures Options, Under concepts of Futures and Options trading system, Clearing entities and their role- clearing mechanism, Margining, and settlement mechanism.</p>  |

| <b>SEMESTER- VI</b> |                             |  |
|---------------------|-----------------------------|--|
| 1                   | Strategic Corporate Finance | <p><b>CO1</b>- Understand the concept of Significance of Strategy in Financial Decisions, Different Types of Financial Strategy for Shareholders, Wealth Maximization, Overall Corporate Value Addition, and Economics Value Addition.</p> <p><b>CO2</b>-Understand the concept of Fundraising, Identification of different sources of capital, determination of capital structure and factors affecting the capital structure, cost of capital and cost-saving strategy, production of a business plan, and financial forecasts to enable potential funders to assess the proposition.</p> <p><b>CO3</b>-Understand the concept of Company Valuation: An Overview of Valuation, Valuation Principles</p> <p><b>CO4</b>-Understand the factors affecting the capital structure, cost of capital and cost-saving strategy, production of a business plan, and financial forecasts to enable potential funders to assess the proposition</p> |



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|   |                                    |   |
|---|------------------------------------|---|
| 2 | Venture Capital and Private Equity | <p><b>CO1</b>-Conceptual understanding of Venture Capital and Private equity</p> <p><b>CO2</b>- Understanding of Structure and Regulation of Venture Capital and Private Equity- Business Cycle of PE –</p> <p><b>CO3</b>-Structure of VC/PE firms- Limited Liability Partnerships</p> <p><b>CO4</b>-Both private equity and venture capitalist invest in companies, both recruit former Investment Bankers, and they both make money from investments rather than advisory fees.</p>   |
| 3 | Risk Management                    | <p><b>CO1</b>- The Concept of Risk, Identification of Risk faced by Organization, Risk and Uncertainty, Strategic and Operational Risks, Dynamic Nature of Risks.</p> <p><b>CO2</b>-Forex Market, Identifying and Analyzing Forex Risk, Managing Fo Risk Interest Rate Market and Mathematics Identifying and Analyzing Interest Rate Risk Measuring Interest Rate Risk</p> <p><b>CO3</b>: Understanding and managing risk, introduces financial risk management.</p> <p><b>CO4</b>-The processes of risk identification, risk measurement and risk management are explored. The course then goes on to examine reputational risk and operational risk.</p> |
| 4 | Mutual Fund Management             | <p><b>CO1</b>: A mutual fund collects money from investors and invests the money on their behalf.</p> <p><b>CO2</b>: It charges a small fee for managing the money.</p> <p><b>CO3</b>: Mutual funds are an ideal investment vehicle for regular investors who do not know much about investing</p> <p><b>CO4</b>- Investors can choose a mutual fund scheme based on their financial goal and start investing to achieve the goal.</p>  |
| 5 | Corporate Restructuring            | <p><b>CO1</b>-Facilitate the understanding of process and economic rationales of various corporate restructuring tools such as takeovers, acquisitions, joint ventures, disinvestments, amalgamations, buyback of shares, mergers, demergers, reverse mergers, etc.</p> <p><b>CO2</b>- Able to understand the anti-takeover strategies to avoid hostile acquisition.</p>  |



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# Bachelor of Management Studies (BMS)

## Programme Outcome, Programme Specific Outcome & Course Outcome



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### PROGRAM OUTCOME

**PO1-**Develop a basic understanding of management education and practices that can be applied in the present-day global scenario. Gain knowledge and skills to exploit opportunities in the management profession.

**PO2-**Appreciate the interrelationships among functional areas of management. Understand the importance of multicultural, ethnic, ethical and gender issues in the organization. Demonstrate professionalism, self-awareness, and effective communication skills.

### PROGRAM SPECIFIC OUTCOME

**POS1-** To provide students with a good breadth of knowledge in mathematical, scientific, computing and basic management fundamentals necessary to formulate, analyse and solve problems and pursue advanced study or research.

**POS2-** To educate students with proficiency in core areas of Management Education to comprehend trade-offs in the decision-making process; to analyse, design, and synthesize data and technical concepts to create solutions for real-life problems.

**POS3-** To inculcate in students a sense of high professionalism, to work as part of teams on multidisciplinary projects and diverse professional environments, needed for a successful professional career and related management issues to the society, global economy and emerging technologies

**POS4-**To understand the nature and causes of stress in an individual and organizations

**POS5-**To develop an understanding of the sales & distribution processes in a marketing organization

**POS6-**To teach the analytical abilities and research skills among the students



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**COURSE OUTCOME -  
FY BMS SEM –I**

|   |                            |  |
|---|----------------------------|--|
| 1 | Business Communication – I | <p><b>CO1-</b>Display Competence in oral and written, and visual communication</p> <p><b>CO2-</b> Develop confidence in explaining once thoughts and ideas in a most effective manner</p> <p><b>CO3-</b>Understands style, format and etiquette to keep pace with the communication need of the modern world.</p> <p><b>CO4-</b> To develop language and writingskills</p>   |
| 2 | Foundation Course- I       | <p><b>CO1 -</b>Acquire an understanding of the pluralistic nature of Indian society</p> <p><b>CO2-</b>Be able to learn about their rights and responsibilities as a citizen of a country</p> <p><b>CO3-</b> Develop sensitization about gender disparity in society.</p> <p><b>CO4-</b> To understand the political party system of India</p>  |
| 3 | Business Statistics        | <p><b>CO1-</b> Understand the calculation and estimation of profit they can earn through projects.</p> <p><b>CO2-</b>Understand the correlation of different variables of his business</p> <p><b>CO3-</b> Develop the usage of statistical, graphical, and algebraic techniques wherever relevant.</p> <p><b>CO4-</b> To study the application of decision theory in busines</p>   |
| 4 | Foundation of Human Skills | <p><b>CO2-</b> To develop knowledge of the field of organization and explain individual behavior related to attitude, personality, perception motivation and rewards.</p> <p><b>CO2-</b>Learn to identify the process used in developing communication, resolving conflicts, and implementing change.</p> <p><b>CO3-</b>Acquire the knowledge of organizational culture and describe</p> <p><b>CO4 -</b> Various organizational designs.</p> |



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|                       |                                    |   |
|-----------------------|------------------------------------|---|
| 6                     | Introduction to Financial Accounts | <b>CO1-</b> To study the application of decision theory in business<br><b>CO2-</b> To understand journal entries, ledger posting and subsidiary books<br><b>CO3-</b> To understand depreciation and trial balance<br><b>CO4-</b> To understand the preparation of financial statements  |
| 7                     | Business Economics - I             | <b>CO1-</b> Provide the basic provisions and contemporary issues To expose students to basic micro-economics concepts and inculcate the analytical approach of the subject matter.<br><b>CO2-</b> Provide the basic provisions and contemporary issues To stimulate the students' interest by showing the reliability and use of various economic theories<br><b>CO3-</b> Provide the basic provisions and contemporary issues To apply economic reasoning to problems of business.<br><b>CO4-</b> To make aware of different pricing methods |
| <b>FY BMS SEM –II</b> |                                    |   |
| 1                     | Business Communication – II        | <b>CO1-</b> Display Competence in oral and written and visual communication<br><b>CO2-</b> Develop confidence in explaining one thought and ideas in a most effective manner<br><b>CO3-</b> Understands style, format and etiquette to keep pace with the communication needs of the modern world.<br><b>CO4-</b> To develop language and writingskills   |
| 2                     | Business Environment               | <b>CO1-</b> Understand how an entity operates in Business Environment.<br><b>CO2-</b> Learn about legal framework that regulates Industry.<br><b>CO3-</b> study the effect of Government policies on the Economic Environment.<br><b>CO4-</b> Explore Competitive strategies in Industry.   |



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| 3 | Business Mathematics    | <p><b>CO1-</b> Appreciate the mathematical concepts encountered in the real world and gain insight into business situations.</p> <p><b>CO2-</b> Use mathematical concepts to enable profit maximisation and cost</p> <p><b>CO3-</b> To understand mathematical definition and use them correctly</p> <p><b>CO4-</b> To provide primary knowledge regarding mathematical techniques to be used in managerial decision making.</p> |
| 4 | Foundation Course - II  | <p><b>CO1-</b>The objective of the subject is to provide students with the knowledge of LPG, Human rights and Organisational stress</p> <p><b>CO2-</b>The subject aims to provide students with the knowledge of expressing their opinions in a conflict situation and stress management.</p> <p><b>CO3-</b> To understand the concept of Industrial Law</p> <p><b>CO4-</b>To Understand social legislation in India</p>         |
| 5 | Industrial Law          | <p><b>CO1-</b> To review Industrial and Labour Laws in India</p> <p><b>CO2-</b>To understand the significance of and practices of Industrial and Labour Laws</p> <p><b>CO3-</b>To Understand social legislation in India</p> <p><b>CO4-</b> Focus on the laws relating to Industrial Relations, Social Security and Working conditions.</p>  |
| 6 | Principles of Marketing | <p><b>CO1-</b> To understanding of marketing concepts and terminologies</p> <p><b>CO2-</b> To Understanding of individual elements of the marketing mix.</p> <p><b>CO3-</b> To Demonstrate knowledge of marketing communication strategies.</p> <p><b>CO4-</b> To Identify the organizational process involved in planning, implementing, and controlling marketing activities.</p>  |



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| 7 | Principles of Management | <p><b>CO1-</b> Students will understand the concept of management and processes used in organisation.</p> <p><b>CO2-</b> The student will be able to Identify and proper use vocabulary within the field of management and communicate effectively</p> <p><b>CO3-</b> The student will study the evolution of management</p> <p><b>CO4-</b> Illustrate the diverse learning opportunities for developing analytical and soft skills</p> |
|---|--------------------------|---|

### SYBMS Sem - III

|   |  |  |
|---|--|--|
| 1 | Strategic management                             | <p><b>CO1-</b> To expose students to various perspectives &amp; concepts in strategic management.</p> <p><b>CO2-</b> It enables the students to understand strategy formulation, implementation &amp; control in an organization.</p> <p><b>CO3-</b> To help students develop skills for applying these concepts to the business problem solution.</p> <p><b>CO4-</b> To help students master the analytical tools of strategic management</p> |
| 2 | IT in Business Management-1                      | <p><b>CO1-</b> Learning basic IT concepts supports and role in management, managers.</p> <p><b>CO2-</b> To understand the basic concepts of email, internet, and websites, Domain &amp; security therein.</p> <p><b>CO3-</b> To recognize the security aspects of IT in Business, highlighting electronic transactions.</p> <p><b>CO4-</b> Investigate the concept of E-security</p>   |
| 3 | Business Planning and entrepreneurial management | <p><b>CO1-</b> Understand the concept of entrepreneurship.</p> <p><b>CO2-</b> Understand the role and importance of entrepreneurship for economic development.</p> <p><b>CO3-</b> Acquire the knowledge of the entrepreneurial process and various resources needed to develop entrepreneurial ventures.</p> <p><b>CO4-</b> Demonstrate the systematic process and to select and screen a business idea</p>                                    |

  
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| 4 | Accounting for Managerial Decisions    | <p><b>CO1-</b> Acquainted with basic accounting fundamentals.<br/> <b>CO2-</b> Develop financial skills<br/> <b>CO3-</b> Understand the core concepts of Business Finance and understand its importance in managing business.<br/> <b>CO4-</b> Comprehend different contemporary issues in Management Accounting and Reports &amp; Reporting needs.</p>  |
| 5 | Foundation course III                  | <p><b>CO1-</b>To expose the students to the emerging environmental issues related to business and commerce at global, national, and regional levels and the measures for the effective management of these problems.<br/> <b>CO2-</b> To teach environmental ethics and values in the minds of the students and at the same time acquaint them with relevant methods, techniques and tools that are in use to assess and analyze the environmental issues.<br/> <b>CO3-</b> Comprehend different contemporary issues in Management Accounting and Reports &amp; Reporting needs.<br/> <b>CO4-</b> Analyse various techniques to various domains concerned with accounting-based applications and solutions</p> |
| 6 | Advertising (Marketing Specialization) | <p><b>CO1-</b>Appreciate the ways of communication and persuasion with consumers.<br/> <b>CO2-</b>Understanding the role of advertising in the communication mix.<br/> <b>CO3-</b>Identify and discuss the range of creative strategies in advertising.<br/> <b>CO4-</b>Discuss the role of an advertising agency and its client relationship</p>  |



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| 7  | Consumer Behaviour<br>(Marketing Specialization)                  | <p><b>CO1-</b>To explain why consumer behaviour is a central topic in marketing.</p> <p><b>CO2-</b>To provide some simple tools that can be used for thinking about consumers, speculating about their possible behaviours, and analysing marketing problems from a consumer-behaviour perspective.</p> <p><b>CO3-</b>To present a simple model of consumer decision-making and, based on this, to distinguish four basic types of consumer purchases.</p> <p><b>CO4-</b>To consider how consumers learn about products and services from their environment and how they use this information to direct their behaviour.</p> |
| 8  | Recruitment and selection<br>(Human Resource Specialization)      | <p><b>CO1-</b> Identify the major legal issues affecting recruitment and selection</p> <p><b>CO2-</b> Explain the role of competencies and performance management.</p> <p><b>CO3-</b> Develop &amp; Participate in an interview process.</p> <p><b>CO4-</b> Able to analysis job, job design and induction as well</p>   |
| 9  | Organisation Behaviour and<br>HRM (Human Resource Specialization) | <p><b>CO1-</b>To provide students with the opportunity to review and learn organisational theories.</p> <p><b>CO2-</b> It helps students to develop HR management practices and will explore their development into the person they want to be.</p> <p><b>Apply different dimensions of organizational behavior in organizational system and procedures – Understand the importance and basic concepts of human resource management</b></p>  |
| 10 | Corporate Finance (Finance Specialisation)                        | <p><b>CO1-</b> The objective is to develop a conceptual framework of finance function and to acquaint the participants with the tools, techniques, and process of financial management in financial decision-making.</p> <p><b>CO2-</b>The course of aims at explaining the core concepts of corporate finance and its importance in managing the business.</p> <p><b>CO3-</b> To providing an understanding of nature,</p>  |

  
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|    |                 |  |
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|    |                 | importance,<br>structure of corporate finance related areas and to impart knowledge regarding course of finance for a business.<br><b>CO4-</b> To providing an understanding of time Value of Money  |
| 11 | Cost Accounting | <b>CO1-</b> To understand the basic concepts and processes used to determine product costs.<br><b>CO2-</b> To be able to interpret cost accounting statements<br><b>CO3-</b> To analyse and evaluate the information for cost ascertainment, planning, control, and decision making.<br><b>CO4-</b> Identify the reasons for the difference in the profits of Cost Accounting & Financial Accounting by preparing a Reconciliation Statement.. |

| SYBMS Sem – IV |   |  |
|----------------|---|--|
| 1              | Production and Total Quality Management | <b>CO1-</b> To obtain and understand and use basic production and Total Quality Management concepts.<br><b>CO2-</b> To understand various types of production systems.<br><b>CO3-</b> Apply the principle and techniques of Total Quality Management in improving quality practices within an industrial or service organisation..<br><b>CO4-</b> Apply Quality Management Tools and Six Sigma Methodology to address the identification of waste from a process and to address problem process quality and consistency. |
| 2              | IT in Business Management-II            | <b>CO1-</b> To understand managerial decision-making and develop a perception of major functional areas of MIS.<br><b>CO2-</b> To learn and understand the relationship between Database Management and Data warehouse approaches<br><b>CO3-</b> To learn outsourcing concept-BPO/KPO, their structures, cloud computing.  |



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|   |   | <b>CO4-</b> To Learn Identify different types of threats to computer systems and control measures   |
| 3 | Business Research Methods                                 | <b>CO1-</b> Develop analytical abilities and research skill among the students.<br><b>CO2-</b> Get experience and learning in Business Research<br><b>CO3-</b> Demonstrate the ability to think critically, research, and reason.<br><b>CO4-</b> Develop skills in qualitative and quantitative data analysis and presentation  |
| 4 | Foundation Course IV (Ethics and Governance)              | <b>CO1-</b> To make students study ethical business practices, CSR and corporate governance are practiced by various organisations.<br><b>CO2-</b> To make student learn the applicability of ethics in functional areas like marketing, finance and human resource management.<br><b>CO3 :</b> To make student learn Demonstrate a critical appreciation of importance of corporate responsibility and how it relates to corporate strategy.<br><b>CO4-</b> To Make student learn Promote ethical standards at work place and provide a consistent example of desired ethical conduct. |
| 5 | Business Economics II                                     | <b>CO1-</b> This course is designed to present an overview of macroeconomics issues.<br><b>CO2-</b> It also introduces preliminary models for determining output employment interest rate and inflation.<br><b>CO3-</b> To understand monetary and fiscal policies are discussed to illustrate policy application of macroeconomic theories.<br><b>CO4-</b> To understand theories of international trade.  |
| 6 | Financial Institutions & Markets (Finance Specialization) | <b>CO1-</b> The core concepts of business finance and its importance in managing the business.<br><b>CO2-</b> A conceptual framework of the finance function and to acquaint the participants with the tools, types, instruments of the financial system in the realm of Indian   |



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|   |   | <p>Financial market.</p> <p><b>CO3-</b> Critically evaluate the historical development of regulations and supervision of financial markets.</p> <p><b>CO4-</b> To Understand the primary and second Markets</p>  |
| 7 | Auditing  | <p><b>CO1-</b> At the end of this course students should be able to: Understand the concept of auditing, errors and frauds, principles of audit, and types of audits.</p> <p><b>CO2-</b> Plan audit program and, maintain working papers and audit notebook.</p> <p><b>CO3-</b> Understand techniques of auditing.</p> <p><b>CO4-</b> Understand the concept of internal audit.</p>  |
| 8 | Integrated marketing communication (Marketing Specialization) | <p><b>CO1-</b> Understand the nature, purpose and complex construction in the planning and executing an effective Integrated Marketing Communication (IMC) program.</p> <p><b>CO1-</b> Understand the various tools of IMC and the importance of coordinating them for an effective marketing communication program.</p> <p><b>CO3-</b> Understand the basic principles of planning and execution in marketing communications.</p> <p><b>CO4-</b> Demonstrate commitment to ethical practices of tourism</p> |
| 9 | Event Marketing (Marketing Specialization)                    | <p><b>CO1-</b> Explore the various aspects of event marketing and event marketing consisting of different concepts and processes in event marketing</p> <p><b>CO2-</b> To understand the trends and Challenges in Event Marketing</p> <p><b>CO3-</b> To Understand the Monitor and evaluate sponsorship and events</p> <p><b>CO4-</b> To Understand the Concept of Pricing and Promotion in Event</p>  |



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| 10                   | Training and Development in HRM (Human Resource Specialization) | <p><b>CO1-</b> To develop and understand the evolution of T&amp;D from a tactical to a strategic function.</p> <p><b>CO2-</b> To understand the concept of training audit and evaluation.</p> <p><b>CO3-</b> To understand the need for Performance management.</p> <p><b>CO4-</b> To understand the various strategies used by organization to measure the performance and reward for the same.</p>  |
| 11                   | Conflict and Negotiation (Human Resource Specialization)        | <p><b>CO1-</b> To make students aware of conflict resolution models, framework models, classical ideas, and new developments in conflict resolution.</p> <p><b>CO2-</b> Strategy and tactics for distributive bargaining, strategy and tactics for integrative negotiation, negotiation strategy and planning. Finding and using negotiation power, sources of power, Ethics in negotiation.</p> <p><b>CO3-</b> To apply the concepts to understand how people approach negotiation different mind sets.</p> <p><b>CO4-</b> To understand the role of third-party negotiation and skills for effective negotiation.</p> |
| <b>TYBMS Sem – V</b> |   |   |
| 1                    | Logistics and Supply Chain Management                           | <p><b>CO1-</b> To understand how logistics &amp; supply chain operations fit into various types of Business: Manufacturing, service &amp; project.</p> <p><b>CO2-</b> To learn about the practice of Logistics in different sectors</p> <p><b>CO3-</b> To study modern logistical Infrastructure in detail.</p> <p><b>CO4-</b> To Examine concepts like inbound and outbound Logistics, offshore and inshore logistic</p>   |
| 2                    | Corporate communication and Public Relation                     | <p><b>CO1-</b> To provide the students with a basic understanding of the concepts of corporate communication &amp; public relation.</p> <p><b>CO2-</b> To introduce the various elements of corporate communication &amp; consider their roles in managing organisation.</p> <p><b>CO3-</b> To examine how various elements of</p>  |



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|   |   | <p>corporate communication must be coordinated to communicate effectively.</p> <p><b>CO4-</b>To Understand the Demonstrate various Mass Media laws and use of technology and correspondence in day-to-day activities of an organization.</p>  |
| 3 | Direct Tax<br>(Finance Specialization)        | <p><b>CO1-</b> To know the definition of important terms, residential status, taxable, and exempted income.</p> <p><b>CO2-</b> To understand – deductions from total income and overall computation of taxable income.</p> <p><b>CO3-</b> To ascertain the residential status of an individual and compute the taxable income of an individual.</p> <p><b>CO4-</b>Practically apply various benefits/ deductions under Chap VI-A of the Income tax act, 1961.</p> |
| 4 | Commodity and Derivatives Market              | <p><b>CO1-</b> To understand the growth and development of Commodities and Derivatives Markets and Futures Trading in India.</p> <p><b>CO2-</b>Explanation about option prices and how to buy and manage option.</p> <p><b>CO3-</b>Explain the variety of charts in the futures trading market and how to use them to make trading decisions.</p> <p><b>CO4-</b>To understand issues about pricing and hedging with options on Individual Stocks and Indexes.</p> |
| 5 | Financial Accounting (Finance Specialization) | <p><b>CO1-</b>Understand provisions relating to underwriting of shares and debentures</p> <p><b>CO2-</b>Evaluate the consolidation process and prepare consolidated financial statements based on relevant accounting Standards</p> <p><b>CO3-</b>Understand the final accounts of companies.</p> <p><b>CO4-</b>Demonstrate accounting of foreign currency and investments</p>  |
| 6 | Risk Management (Finance Specialization)      | <p><b>CO1-</b>Enhancing the various risks available in the open market, various disasters changed the economic scenario in domestic as well as global markets.</p> <p><b>CO2-</b>Creates understanding of the risk management system in the environment, making students aware of how</p>   |

  
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|   |  | <p>to have an approach towards perceiving risk.</p> <p><b>CO3</b>-Helps to identify, mitigate, impact and manage risks in the industry.</p> <p><b>CO4</b>-Define different role of regulatory agencies</p>  |
| 7 | Customer relationship management (Marketing Specialization)  | <p><b>CO1</b>-Apply the concept of CRM, the benefits delivered by CRM, the contexts in which it is used, the technologies that are deployed and how it can be implemented.</p> <p><b>CO2</b>-Evaluate how CRM practices and technologies enhance the achievement of marketing, sales and service objectives throughout the customer life-cycle stages of customer acquisition, retention and development whilst simultaneously supporting broader organisational goals.</p> <p><b>CO3</b>-Implement various technological tools for data mining and also successful implementation of CRM in the Organisations.</p> <p><b>CO4</b>-Design customer relationship management strategies by understanding customers' preferences for the long-term sustainability of the Organisations.</p> |
| 8 | Ecommerce and digital marketing (Marketing Specialization)   | <p><b>CO1</b>-Understand increasing significance of E- commerce and its applications in business and various sectors.</p> <p><b>CO2</b>-Demonstrate an understanding of the foundations and importance of E- commerce analyse the impact of E-commerce on business models and strategy.</p> <p><b>CO3</b>-Examine the infrastructure for E- commerce</p> <p><b>CO4</b>-Examine the key features of the Internet, Intranets and Extranets and explain how they relate to each other.</p>   |
| 9 | Sales and distribution management (Marketing Specialization) | <p><b>CO1</b>- Develop an understanding of the sales and distribution process in organization.</p> <p><b>CO2</b>-Get familiarized with concepts and approaches and the practical aspect of key decision making variables in sales and distribution channel management.</p> <p><b>CO3</b>-Examine the practical approach related sales and distribution</p> <p><b>CO4</b>-Examine concepts, approaches and the practical</p>   |



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|    |  | aspects of the key decision.   |
| 10 | Service Marketing (Marketing Specialization)   | <p><b>CO1</b>-To provide students with an appreciation of concepts, functions and techniques of the craft of marketing services.</p> <p><b>CO2</b>-Identify critical issues in service design, including the nature of service products and markets.</p> <p><b>CO3</b>-To identify critical issues in service delivery, including identifying and managing customer services.</p> <p><b>CO4</b>-Examine Recent Trends in Marketing Of Services in various industry</p> |
| 11 | Finance for HR Professionals and Compensation Management (Human Resource Specialization) | <p><b>CO1</b>- Learn about how to evaluate the compensation of employees</p> <p><b>CO2</b>- Understand the factors that are considered while deciding their compensation</p> <p><b>CO3</b>- They will be able to design, implement and evaluate compensation plans.</p> <p><b>CO4</b>- Examine the various dimensions of Compensation Management used by the companies to attract, retain, motivate and to reward employee performance</p>                             |
| 12 | Strategic Human Resource Managements and HR Policies (Human Resource Specialization)     | <p><b>CO1</b>-The student will be able to-</p> <p><b>CO2</b>-Link the HRM function to corporate strategies to understand strategic resources.</p> <p><b>CO3</b>-Understand the relation between SHRM and Organizational Performance.</p> <p><b>CO4</b>-Apply theories and concepts relevant to SHRM in contemporary organizations.</p> <p><b>CO5</b>-Understand the purpose and process of developing HR policies</p>  |
| 13 | Stress Management (Human Resource Specialization)  | <p><b>CO1</b> -To understand the concept of Industrial Relations</p> <p><b>CO2</b>- To review Industrial Relations in India and Abroad</p> <p><b>CO3</b>- To understand the significance of and practices of Industrial Relations</p> <p><b>CO4</b>- To enable to learners to adopt effective strategies, plans and techniques to deal with stress.</p>  |



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| 14                    | Performance Management and Career Planning (Human Resource Specialization) | <b>CO1-</b> To understand the concept of performance management in organizations<br><b>CO2-</b> To review performance appraisal systems<br><b>CO3-</b> To understand the significance of career planning and practices<br><b>CO4-</b> Demonstrate the significance of careerplanning and practices through performance appraisal.                                  |
| <b>TYBMS Sem - VI</b> |  |  |
| 1                     | Operation Research   | <b>CO1-</b> Be able to understand the mathematical tools that are needed to solve optimization problems<br><b>CO2-</b> Learn about different decision-making processes<br><b>CO3-</b> Explore the facts about networking and transportation<br><b>CO4-</b> Examine the concepts to solve various problems practically  |
| 2                     | Project work   | <b>CO1-</b> Apply the fundamental aspects associated with the project.<br><b>CO2-</b> Evaluate the fundamental aspects associated with the project.<br><b>CO3-</b> Understand the topic selected fully and to use it for practical purposes.<br><b>CO4-</b> Analyse fully the data received and collected through primary and secondary methods of data collection |
| 3                     | Indirect Taxes (Finance Specialization)                                    | <b>CO1-</b> To make them understand the Constitutional amendment for bringing GST into force<br><b>CO2-</b> To make the student understand Basic Concepts: Introduction to Customs Duty Constitutional powers Important definitions<br><b>CO3-</b> To make the student understand Goods and Service Tax  |
| 4                     | Strategic Financial management (Finance Specialization)                    | <b>CO1</b> To match the need of the current market scenario and upgrade the student's skills and knowledge for long term sustainability<br><b>CO2-</b> To acquaint students with contemporary issues related to financial management<br><b>CO3-</b> Examine the knowledge about short term finance and Banking norms on NPAs.                                      |



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|   |   | <b>CO4-</b> Understand the concept of corporate governance and corporate restructuring like merger, acquisition , takeover etc  |
| 5 | Innovative Financial Services<br>(Finance Specialization) | <b>CO1</b> -To familiarise the learner with the fundamentals aspects of various issues associated with various financial services.<br><b>CO2</b> -To give a comprehensive overview of emerging financial services in the lightof globalisation.<br><b>CO3</b> -To introduce the basic concepts, functions, processes, techniques and create<br><b>CO4</b> -An awareness of the role, functions and functioning of the financial services.   |
| 6 | International Finance<br>(Finance Specialization)         | <b>CO1</b> -Familiarise the student with the fundamental aspects of various issues associated with International Finance<br>learn the basic concepts, functions, processes, techniques and create an awareness of the role, functions and functioning of International Finance in this Globalised Market<br><b>CO2</b> -Apply basic knowledge of how international financial markets work.<br><b>CO3</b> -Evaluate the foreign currency and derivatives.<br><b>CO4</b> -Understand the fundamental aspects of various issues associated with International Finance. |
| 7 | Media Planning and Management (Marketing Specialization)  | <b>CO1</b> -To understand Media planning, strategy and management concerning current business scenario<br><b>CO2</b> -To learn the basic characteristics of allmedia to ensure the most effective use of the advertising budget<br><b>CO3</b> - To provide an understanding of media planning, budgeting, scheduling and Evaluating .<br><b>CO4</b> -Develop a sense of judgement when evaluating media with the help of different media measurement metrics and media buys   |
| 8 | Brand Management (Marketing Specialization)               | <b>CO1</b> -To provide an understanding of the principlesof branding role of branding.  |



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|    |  | <p><b>CO2</b>-To make sure students understand the implications of planning, implementing, and evaluating branding strategies.</p> <p><b>CO3</b>-Learning how to develop and create brand equity for a brand.</p> <p><b>CO4</b>- Examine the basics and significance of branding and brand management and explain the criticality of effective brand management in the current business environment.</p> |
| 9  | Retail Management (Marketing Specialization)               | <p><b>CO1</b>-To familiarise the students with retail management concepts &amp; operations.</p> <p><b>CO2</b>-To provide understanding of retail management &amp; types of retailers</p> <p><b>CO3</b>-Including terminology including merchandise management, store management and retail strategy.</p> <p><b>CO4</b>-To acquaint the students with legal and ethical aspects of retail management.</p> |
| 10 | International Marketing (Marketing Specialization)         | <p><b>CO1</b> - Understand international marketing, its advantages and challenges</p> <p><b>CO2</b>-Get an insight on dynamics of international marketing environment.</p> <p><b>CO3</b>- Understand the relevance of international marketing mix decisions and recent development</p> <p><b>CO4</b>- Evaluate the International Marketing Mix decisions and recent developments in GlobalMarket.</p>    |
| 11 | Indian Ethos in Management (Human Resource Specialization) | <p><b>CO1</b>-To understand the value ethos in Organisation</p> <p><b>CO2</b>-To understand the management lessons from scriptures</p> <p><b>CO3</b>- To explore the different dimensions of work ethos</p> <p><b>CO4</b>- To understand the evolution of learning systems in India</p>  |
| 12 | Organizational Development (Human Resource Specialization) | <p><b>CO1</b>-Understand the significance of Organizational Development.</p> <p><b>CO2</b>-Study in detail the cycle and process of development in the organisation.</p> <p><b>CO3</b>- Learn the new approaches and interventions in</p>  |



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|    |   | Organizational Development.<br><b>CO4</b> -To learn the difference between OD efficiency and OD effectiveness  |
| 13 | HRM in Global Perspective<br>(Human Resource Specialization)        | <b>CO1</b> -Get insights of the concepts of Expatriates and repatriates.<br><b>CO2</b> -Understand the impact of cross-culture on human Resource management.<br><b>CO3</b> -Learn about global workforce management.<br><b>CO4</b> -Study international HRM trends and challenges.                                   |
| 14 | HRM in service sector Management<br>(Human Resource Specialization) | <b>CO1</b> - Understand the concept and the growing importance of HRM in the service sector<br><b>CO2</b> - Understand how to manage HR in the service sector.<br><b>CO3</b> -Get a significant understanding of creating human elements through service quality.<br><b>CO4</b> - To discuss various function of HRM |



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# Bachelor of Science in Information Technology (B.SC.IT)

## Programme Outcome, & Course Outcome



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Tel.: 022-25704526 / 25704530 Email: info@cscollege.co.in Web: www.cscollege.co.in

**B.Sc. (Information Technology): Programme Outcome**

**PO1-** To provide the students with skills to serve as Programmer or Software Engineer with sound knowledge of practical and theoretical concepts for developing software's

**PO2-** To provide the students with skills to serve as Computer Engineer with enhanced knowledge of computers and its building blocks.

**PO3-** Work as System Engineer and System integrator

**PO4-** To provide the students with skills to serve as System Administrator with thorough knowledge of DBMS.

**PO5-** Give Technical Support for various systems.

**PO6-** Work as Support Engineer and Technical Writer

**PO7-** Work as Consultant and Management officers for system management.

**PO8-** Work as IT Sales and Marketing person.

**PO9-** To provide the students with skills to serve as IT Officer in Banks and other Financial Institutions.

**PO10** - To provide the students with skills to serve as Web Designer with latest web development technology



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**COURSE OUTCOME - B. SC IT**

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| 1 | Imperative Programming | <p><b>CO1-</b> Provides a basic foundation for studying higher-level programming languages.</p> <p><b>CO2-</b> It develops the ability to analyze a problem, develop an algorithm &amp; flowchart to solve it which develops logical thinking</p> <p><b>CO3-</b> Understand the working of looping, structures and pointers</p> <p><b>CO4-</b> Apply basic programming skills strongly to enhance and hone programming skills</p>              |
| 2 | Digital Electronics    | <p><b>CO1-</b> Understand the concepts of various components to design stable digital circuits.</p> <p><b>CO2-</b> Students get knowledge of different types of number systems, their conversion and arithmetic operations.</p> <p><b>CO3-</b> Examine and solve Karnaugh maps, Boolean expression</p> <p><b>CO4-</b> Differentiate between the working of various flip-flops, counters, shift-registers and its application</p>               |
| 3 | Operating Systems      | <p><b>CO1-</b> Become aware of the issues in the management of resources like processor, memory and input-output.</p> <p><b>CO2-</b> To understand various issues in Inter-Process Communication (IPC) and the role of OS in IPC</p> <p><b>CO3-</b> Distinguish between various file systems of Windows and Unix</p> <p><b>CO4-</b> Associate with case studies about different operating systems, virtualization and its related concepts</p> |
| 4 | Discrete Mathematics   | <p><b>CO1-</b> To provide an overview of the theory of discrete objects, starting with relations and partially ordered sets.</p> <p><b>CO2-</b> Study recurrence relations, generating function and operations on them.</p> <p><b>CO3-</b> Infer the basics of mathematical induction, graphs</p>  |



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|   |                             | and trees that are applied in various domains of IT.<br><b>CO4-</b> widely applied in Data Structures and areas of Artificial Intelligence.   |
| 5 | Communication Skills        | <b>CO1-</b> To understand and apply knowledge of human communication and language processes e.g., interpersonal, intrapersonal, small group, organizational, media, gender, family, intercultural communication, technologically mediated communication, etc. from multiple angles.<br><b>CO2:</b> Identify and Assess ethical, legal, cultural aspects affecting business communication<br><b>CO3:</b> Collaborate skills with respect to technical writing effectively.<br><b>CO4-</b> Demonstrate verbal and non-verbal ability for effective communication. |
|   |                             | <b>SEM II</b>   |
| 6 | Object-oriented Programming | <b>CO1-</b> It develops the ability to analyze a problem, develop an algorithm.<br><b>CO2-</b> Flowchart to solve it which develops their logical thinking<br><b>CO3:</b> Apply object-oriented programming skills for all advanced programming languages<br><b>CO4-</b> Differentiate between procedural and object-oriented programming languages   |
| 7 | Microprocessor Architecture | <b>CO1-</b> To understand the concepts and architecture of embedded systems, the basics of microcontrollers.<br><b>CO2-</b> Apply various instructions and operations on microprocessor<br><b>CO3:</b> Compare about the various processor like SPARC, Pentium, Intel i3, i5 and i7<br><b>CO4-</b> Describe about the working of the basic 8085 microprocesso   |
| 8 | Web Programming             | <b>CO1-</b> To provide insight into emerging technologies to design and develop state of - the art web applications using client-side scripting, server-side scripting, and database connectivity.<br><b>CO2:</b> Implement php and java script programming<br><b>CO3:</b> Develop web technologies skillset for creating static  |



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|    |                                   | and dynamic websites.<br><b>CO4-</b> Study and interpret basic html tags under HTML5   |
| 9  | Numerical and Statistical Methods | <b>CO1-</b> To understand the theory of probability, the concept of the random variable, some special distributions, some interpolation methods, and some methods of numerical integration and differentiation.<br><b>CO2-</b> Understand how mathematical models can be formulated on the basis of scientific principles to simulate the behaviour of a simple physical system<br><b>CO3-</b> Learn approximate roots through iteration method and implementation in programming language.<br>Learn integration and differentiation through iterative method. |
| 10 | Green Computing                   | <b>CO1-</b> To understand what Green IT is and how it can help improve environmental Sustainability.<br><b>CO2-</b> To Understand the use of computing devices in a way as to attain economic viability<br><b>CO3-</b> Understand how Green computing practices include the development of environmentally sustainable production practices, energy efficient computers and improved disposal and recycling procedures.<br><b>CO4-</b> Understand the importance of Green Computing in the design and manufacturing stages of EEE.                             |
|    |                                   | SEM III  |
| 11 | Python Programming                | <b>CO1-</b> Understand the basics of writing and running Python scripts.<br><b>CO2-</b> Learn advanced features such as File operations, regular expressions, working with binary data and using the extensive functionality of Python programming with GUI interface.<br><b>CO3:</b> Assess methods to go paperless and know various initiatives and standards for green computing<br><b>CO4-</b> Mini project should be submitted by the learner incorporating the theoretical concepts related to green   |



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|    |                             | computing  |
| 12 | Data Structures             | <p><b>CO1-</b> To impart the basic concepts of data structures and algorithms, understand concepts about searching and sorting techniques, understand basic concepts about stacks, queues, lists, trees and graphs,</p> <p><b>CO2-</b> Understand writing algorithms and step by step approach to solving problems with the help of fundamental data structures.</p> <p><b>CO3:</b> Implement trees, various hashing techniques and graph for various applications</p> <p><b>CO4-</b> Compare various sorting and searching techniques used in data structure</p>    |
| 13 | Computer Networks           | <p><b>CO1-</b> To provide comprehensive insight into developing wired networks running on live internet.</p> <p><b>CO2-</b> Briefly study different network devices their configuration and how to address IP to host on the network.</p> <p><b>CO3-</b> Protocols and their usage with different applications browsing on the internet</p> <p><b>CO4-</b> Demonstrate the TCP/IP protocol suite</p>   |
| 14 | Database Management Systems | <p><b>CO1-</b> To describe a sound introduction to the discipline of database management systems, give a good formal foundation on the relational model of data</p> <p><b>CO2-</b> Usage of Relational Algebra, introduce the concepts of basic SQL as a universal Database language and enhance knowledge to advanced SQL topics like embedded SQL.</p> <p><b>CO3:</b> Use relational algebra to construct queries and will be able to apply complex queries.</p> <p><b>CO4-</b> Build indexing mechanism for efficient retrieval of data from database systems</p> |
| 15 | Applied Mathematics         | <p><b>CO1-</b> The course is aimed to develop the basic Mathematical skills of students that are imperative for effective understanding of engineering subjects</p> <p><b>CO2-</b> Topics introduced will serve as basic tools for specialized studies in many fields of engineering and technology.</p> <p><b>CO3-</b> Apply integral, double integral to various applications</p>  |



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|    |  | <b>CO4-</b> Use matrices and complex numbers   |
|    |  | <b>SEM IV</b>  |
| 16 | Core Java                                | <p><b>CO1-</b> The objective of this course is to teach the learner how to use the Object-Oriented paradigm to develop code</p> <p><b>CO2-</b> understand the concepts of Core Java and cover-up with the pre-requisites of Core java.</p> <p><b>CO3-</b> understand the Use object-oriented concepts for problem solving real-life applications</p> <p><b>CO4-</b> Understand the Use IDE to test java programs</p>                                   |
| 17 | Introduction to Embedded Systems         | <p><b>CO1:</b> Understand the differentiate between general purpose and embedded systems</p> <p><b>CO2:</b> Understand the discuss the characteristics and quality attributes of embedded systems</p> <p><b>CO3:</b> Apply 8051 programming concepts to implement in hardware</p> <p><b>CO4-</b>Design and develop embedded systems.</p>   |
| 18 | Computer Oriented Statistical Techniques | <p><b>CO1-</b> The purpose of this course is to familiarize students with the basics of Statistics and R coding on the basic topic of Statistics.</p> <p><b>CO2-</b> This will be essential for prospective researchers and professionals to know these basics.</p> <p><b>CO3-</b>Apply R programming language for various statistical findings</p> <p><b>CO4-</b> Experiment with statistical theory, least square methods and correlation theory</p> |
| 19 | Software Engineering                     | <p><b>CO1- Understand</b> Definition of software engineering</p> <p><b>CO2-</b> To understand the nature of software development and software life cycle process models, agile software development, SCRUM, and other agile practices.</p> <p><b>CO3-</b> Discuss various approaches to verification and</p>   |



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|    |                                 |   |
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|    |                                 | validation of software including testing, measurements and estimation of software products.<br><b>CO4-</b> Apply software engineering principles and be aware of software models  |
| 20 | Computer Graphics and Animation | <b>CO1-</b> To introduce the use of the components of a graphics system and become familiar with the building approach of graphics system components and algorithms related to them.<br><b>CO2:</b> To understand the various basic concepts in graphics like viewing, projection, transformation, scan conversion<br><b>CO3-</b> To understand Build simple animation projects by implementing various color models, concepts of planar surfaces and animation<br><b>CO4-</b> To understand Apply image processing basics and its methods like filtering and smoothing as its applications |
|    |                                 | <b>SEM V</b>  |
| 21 | Software Project Management     | <b>CO1-</b> To understand the need of project management and project management life cycle, project scheduling concept, and risk management associated with various type of projects.<br><b>CO2-</b> Understand the fundamental principles of Software Project management.<br><b>CO3-</b> Know the issues and challenges faced while doing Software project Management<br><b>CO4-</b> Understand reasons for failure of software projects fails and how to reduce failure probability   |
| 22 | Internet of Things              | <b>CO1-</b> To learn different protocols used in IOT and to learn the concepts of smart city development in IOT.<br><b>CO2-</b> Develop an understanding of the definition and significance of the Internet of Things.<br><b>CO3-</b> Know the practical use of devices in IoT Technology.<br><b>CO4-</b> Understand home automation in IoT.  |



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| 23 | Advanced Web Programming   | <p><b>CO1-</b> This course is designed to give students the opportunity to enhance and enrich their skills in Web programming.</p> <p><b>CO2-</b> Students will learn to develop Web applications that use three-tier architecture, session management, object-oriented techniques, and advanced database interactions.</p> <p><b>CO3-</b> Students will learn Concepts such as advanced CSS concepts, rich interactive Web environments, authentication, and security will also be explored.</p>   |
| 24 | Artificial Intelligence    | <p><b>CO1-</b> This subject enables computers to perform such intellectual tasks as decision making, problem-solving, perception, and understanding of human communication.</p> <p><b>CO2-</b> To understand basic proficiency in representing difficult real-life problems in a state-space representation so as to solve them using AI techniques like searching and game playing.</p> <p><b>CO3-</b> Develop a basic understanding of the building blocks of AI as presented in terms of intelligent agents: Search, Knowledge representation, inference, logic, and learning.</p> <p><b>CO4-</b> Implement a small AI system in a team environment.</p> |
| 25 | Enterprise Java            | <p><b>CO1-</b> The objective is to provide knowledge of advanced features of contemporary java which would enable them to handle complex programs relating to managing data and processes over the network.</p> <p><b>CO2-</b> The major objective of this course is to provide a sound foundation to the students on the concepts, precepts, and practices, in a field that is of immense concern to the industry and business.</p> <p><b>CO3-</b> Know how to connect any JDBC compliant database</p> <p><b>CO4-</b> Able to implement the techniques for business application development.</p>   |
|    |                            | <b>SEM VI</b>   |
| 26 | Software Quality Assurance | <p><b>CO1-</b> To understand basic software debugging methods, White box and Black box testing methods and techniques.</p>  |

  
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|    |  | <p><b>CO2:</b> Use benchmarking metrics to measure quality in software products.</p> <p><b>CO3:</b> Apply verification and validation methods to ensure continuous quality improvement</p> <p><b>CO4-</b> Know the methods and tools of testing and maintenance of software.</p>  |
| 27 | Security in Computing                        | <p><b>CO1-</b> To analyse and determine the present IT infrastructure, services and processes, of how to manage different attacks on data.</p> <p><b>CO2-</b> Understand development, operation, maintenance, and retirement of software.</p> <p><b>CO3-</b> Understand how to develop software, reduce cost of software and how to maintain quality of software.</p> <p><b>CO4-</b> Know the methods and tools of testing and maintenance of software</p>  |
| 28 | Business Intelligence                        | <p><b>CO1-</b> To understand the concept of data mining as an important tool for enterprise data management</p> <p><b>CO2-</b> To understand the as a cutting-edge technology for building competitive advantage, to enable students to effectively identify sources of data</p> <p><b>CO3-</b> To understand the process it for data mining and to make students well versed in all data mining algorithms, methods of evaluation and to impart knowledge of tools used for data mining.</p> <p><b>CO4-</b> To understand the configure secure networks using different network security protocols</p> |
| 29 | Principles of Geographic Information Systems | <p><b>CO1-</b> Maximize the efficiency of decision-making and planning. <b>CO2-</b> Provide efficient means for data distribution and handling. Elimination of redundant database- minimize duplication</p> <p><b>CO3-</b> Understand concepts like data warehouses, design methods, data extracting, transforming and loading processes and OLAP systems.</p> <p><b>CO4-</b> Learn to use basic BI tools, mathematical models.</p>   |
| 30 | IT Service Management                        | <p><b>CO1-</b> To analyse and determine the present IT infrastructure, services and processes, create management practices that are futuristic in nature,</p> <p><b>CO2-</b> To formulate a roadmap to elevate the</p>  |



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state of the business, and create steps for the roadmap.

**CO3**-Understand how to explore mapped data

**CO4**-Know how to relate GIS with remote sensing technologies.



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# Bachelor of Arts in Multimedia & Mass Communication (BAMMC)

Programme Outcome, Programme  
Specific Outcome & Course  
Outcome



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**BAMMC**

**PROGRAMME OUTCOME:**

It has been designed to provide students with knowledge in communication skills, critical thinking and creativity, writing skills, oral presentation skills, and a mastery of various mass communications media in our global information age. To cater to the growing demand of the job market related to advertising, journalism, T.V, radio, film, newspaper, magazine, Industry, etc.

**PROGRAMME SPECIFIC OUTCOME:**

**PSO1-** BMM is a career-oriented course that throws up umpteen options at the end of three years.

Whether moviemaking, theatre, radio, journalism, copywriting, scriptwriting, branding, or PR, all these career options can be explored after getting a degree in BMM.

**PSO2-** Acquiring knowledge across fields (arts/science/commerce) is made possible thanks to BMM. For example, economics, an inherent commerce subject, is taught in BMM to ensure students are well-versed in numbers and money.

**PSO3-** Similarly, a subject like political science taught in the arts stream is a part of the BMM syllabus. Technicalities of radio and television are taught so that students know the workings of both these forms of Media.



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**COURSE OUTCOME  
FYBMM SEMESTER – I**

|   |                                    |   |
|---|------------------------------------|---|
| 1 | Effective Communication-I          | <p><b>CO1-</b> To make the students aware of the functional and operational use of language in media.</p> <p><b>CO2-</b> To equip or enhance students with structural and analytical reading, writing, and thinking skills.</p> <p><b>CO3-</b> To introduce key concepts of communications.</p> <p><b>CO4-</b> exhibit structural and analytical listening, speaking, reading, writing and thinking skills.</p> |
| 2 | Foundation Course- I               | <p><b>CO1-</b> To introduce students to the overview of the Indian Society.</p> <p><b>CO2-</b> To help them understand the constitution of India.</p> <p><b>CO3-</b> To acquaint them with the socio-political problems of India.</p> <p><b>CO4-</b> understand significant changes and factors that have influenced the cultural, economic, environmental and political fabric of Indian society</p>           |
| 3 | Visual Communication               | <p><b>CO1-</b> To provide students with tools that would help them visualize and communicate.</p> <p><b>CO2-</b> Understanding Visual communication as part of Mass Communication</p> <p><b>CO3-</b> To acquire basic knowledge to be able to carry out a project in the field of visual communication</p> <p><b>CO4-</b> To acquire basic knowledge in theories and languages of Visual Communication</p>      |
| 4 | Fundamentals Of Mass Communication | <p><b>CO1-</b> To introduce students to the history, evolution and the development of Mass Communication in the world with special reference to India.</p> <p><b>CO2-</b> To study the evolution of Mass Media as an important social institution.</p> <p><b>CO3-</b> To understand the development of Mass Communication models.</p> <p><b>CO4-</b> To develop a critical understanding of Mass Media.</p>     |



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|   |                  |   |
|---|------------------|---|
| 5 | Current Affairs  | <p><b>CO1-</b> To provide learners with overview on current developments in various fields.</p> <p><b>CO2-</b> To generate interest among the learners about burning issues covered in the media</p> <p><b>CO3-</b> To equip them with a basic understanding of politics, economics, environment and technology so that students can grasp the relevance of related news.</p> <p><b>CO4-</b> Twenty minutes of newspaper reading and discussion is mandatory in every lecture</p> |
| 6 | History Of Media | <p><b>CO1-</b> The learner will be able to understand Media history through key events in the cultural history</p> <p><b>CO2-</b> To enable the learner to understand the major developments in media history.</p> <p><b>CO3-</b> To understand the history and role of professionals in shaping communications.</p> <p><b>CO4-</b> To understand the values that shaped and continue to influence Indian mass media.</p>   |



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| FYBMM SEMESTER – II |                                       |   |
|---------------------|---------------------------------------|---|
| 1                   | Effective Communication Skills<br>-II | <p><b>CO1-</b> To make the students aware of the use of language in media and organization.</p> <p><b>CO2-</b> To equip or enhance students with structural and analytical reading, writing, and thinking skills.</p> <p><b>CO3-</b> To introduce key concepts of communications.</p> <p><b>CO4-</b> Effectively communicate in an organizational and unorganized setting.</p>                          |
| 2                   | Foundation Course II                  | <p><b>CO1-</b> To introduce students to the overview of the Indian Society.</p> <p><b>CO2-</b> To help them understand the constitution of India.</p> <p><b>CO3-</b> To acquaint them with the socio-political problems of India.</p> <p><b>CO4-</b> Exhibit compassion towards socially deprived and disadvantaged people.</p>   |
| 3                   | Content Writing                       | <p><b>CO1-</b> To provide students with tools that would help them communicate effectively.</p> <p><b>CO2-</b> Understanding crisp writing as part of Mass Communication</p> <p><b>CO3-</b> The ability to draw the essence of situations and develop clarity of thought.</p> <p><b>CO4-</b> Learners will be able to use visual aid and keep the audience in mind.</p>                                 |
| 4                   | Introduction To Advertising           | <p><b>CO1-</b> To provide the students with a basic understanding of advertising, growth, importance and types.</p> <p><b>CO2-</b> To understand an effective advertisement campaign, tools, models, etc.</p> <p><b>CO3-</b> To comprehend the role of advertising, various departments, careers and creativity</p> <p><b>CO4-</b> To provide students with various advertising trends, and future.</p> |



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|---|----------------------------|---|
| 5 | Introduction To Journalism | <p><b>CO1-</b> To help media students to acquaint themselves with an influential medium of journalism that holds the key to opinion formation &amp; to create awareness.</p> <p><b>CO2-</b> Make use of the news processes.</p> <p><b>CO3-</b> Examine the principles of good journalism to appreciate the importance of ethics.</p> <p><b>CO4-</b> Cover and write balanced reports through objectivity, accuracy and brevity.</p> |
| 6 | Media Gender & Culture     | <p><b>CO1-</b> To discuss the significance of culture and the media industry.</p> <p><b>CO2-</b> To understand the association between the media, gender and culture in the society.</p> <p><b>CO3-</b> To stress the changing perspectives of media, gender and culture in the globalized era.</p> <p><b>CO4-</b> Analyze changing perspectives of media, gender and culture in the globalized era</p>                             |



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**SYBMM SEMESTER –III**

|   |  |  |
|---|--|--|
| 1 | Electronic Media – I                         | <p><b>CO1-</b> To make the students acquainted with working of the two powerful media; i.e. radio and television. The content is useful for both advertising and journalism students in order to further their careers in their respective fields.</p> <p><b>CO2-</b> To meet the requirements of audio format contentcreation.</p> <p><b>CO3-</b>The content is useful for both advertising and journalism students in order to further their careers in their respective fields</p> <p><b>CO4-</b>Demonstrate the use of emerging trends to show theapplication of acquired skills</p>                           |
| 2 | Corporate Communication and Public Relations | <p><b>CO1-</b> To provide the students with basic understanding of the concepts of corporate communication and public relations.</p> <p><b>CO2-</b> To introduce the various elements of corporate communication and consider their roles in managing media organizations.</p> <p><b>CO3-</b> To examine how various elements of corporate communication must be coordinated to communicate effectively in today's competitive world.</p> <p><b>CO4-</b> To develop a critical understanding of the different practices associated with corporate communication with the latest trends and social media tools.</p> |
| 3 | Media Studies                                | <p><b>CO1-</b> To provide an understanding of media theories</p> <p><b>CO2-</b> To understand the relationship of media with culture and society</p> <p><b>CO3-</b> To understand Media Studies in the context of trends in Global Media.</p> <p><b>CO4-</b> To understand media theories to draw inference from thepast research.</p>   |

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| 4 | Introduction To Photography | <p><b>CO1-</b> To introduce to media learners the ability of image into effective communication.</p> <p><b>CO2-</b> To help the learner understand that media photography is a language of visual communication and is far beyond just point and shoot fun moments.</p> <p><b>CO3-</b> To practice how a picture speaks a thousand words by enlightening the learner on how.</p> <p><b>CO4-</b> To develop the base of visualization among learners in using pictures in practical projects.</p>  |
| 5 | Film Communication-I        | <p><b>CO1-</b> To inculcate liking and understanding of good cinema.</p> <p><b>CO2-</b> To make students aware with a brief history of movies; the major cinema movements.</p> <p><b>CO3-</b> Understanding the power of visuals and sound and the ability to make use of them is ineffective communication.</p> <p><b>CO4-</b> Insight into film techniques and aesthetics.</p>  |
| 6 | Computers Multimedia- I     | <p><b>CO1-</b> To help learners make the media industry-ready. This will help learners to be aware of the minimum requirement of the software when stepping out into the industry.</p> <p><b>CO2-</b> To introduce the media software to make the learners understand what goes behind the scene and help them choose their stream.</p> <p><b>CO3-</b> To prepare learners skilled enough for independence during project papers in TY Sem VI.</p> <p><b>CO4-</b> To help learners work on small-scale projects during the academic period.</p> |



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**SYBAMMC SEMESTER –IV**

|   |                               |  |
|---|-------------------------------|--|
| 1 | Electronic Media-II           | <p><b>CO1-</b> To make the students acquainted with the working of the two powerful media; i.e. radio and television.</p> <p><b>CO2-</b>Analyse the process of working on ideas in electronic media.</p> <p><b>CO3-</b>Exhibit advanced critical thinking skills and analyse visual and aural text.</p> <p><b>CO4-</b>Evaluate the combination of theory, and hands-on digital work in development of original ideas in digital media create basic audio- and audio-visual content</p>   |
| 2 | Writing And Editing for Media | <p><b>CO1-</b> Provide the ability to understand writing styles that fit various media platforms.</p> <p><b>CO2-</b> It would help the learner acquire information- gathering skills and techniques.</p> <p><b>CO3-</b> 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.</p> <p><b>CO4-</b> The learner will gather knowledge of different news and copy formats along with appropriate style-sheets and layout.</p> |
| 3 | Media Laws And Ethics         | <p><b>CO1-</b>To provide the learners with an understanding of laws those impact the media.</p> <p><b>CO2-</b>To sensitize them towards social and ethical responsibility of media.</p> <p><b>CO3-</b>Interpret the Media establishments and infrastructure.</p> <p><b>CO4-</b> Evaluate Stereotyping system within media</p>  |



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| 4 | Mass Media Research    | <p><b>CO1-</b> To introduce students to debates in Research approaches and equip them with tools to carry on research</p> <p><b>CO2-</b> To understand the scope and techniques of media research, their utility, and limitations</p> <p><b>CO3-</b> To sensitize them functions of various research approaches to analyse various media studies</p> <p><b>CO4-</b> Demonstrate the significant risk and ethical issues raised by the conduct of media research</p>  |
| 5 | Film Communication II  | <p><b>CO1-</b> Awareness of cinema in different regions.</p> <p><b>CO2-</b> Understand the contribution of cinema to society.</p> <p><b>CO3-</b> How to make technically and grammatically good films.</p> <p><b>CO4-</b> From making to the marketing of films.</p>   |
| 6 | Computer Multimedia II | <p><b>CO1-</b> To help the learner be media industry-ready. This will help learners to be aware of the minimum requirement of the software when stepping into the industry.</p> <p><b>CO2-</b> To introduce the media soft wares to make the learner understand what goes behind the scene and help them choose their stream.</p> <p><b>CO3-</b> To prepare learner skilled enough for independency during project papers in TY sem.VI.</p> <p><b>CO4-</b> To help learners work on small scale projects during the academic period.</p> |



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**TYBMM-Advertising Sem-V**

|   |                                  |   |
|---|----------------------------------|---|
| 1 | Copy Writing                     | <p><b>CO1-</b>To familiarize the students with the concept of copywriting as selling through writing</p> <p><b>CO2-</b>To learn the process of creating original, strategic, compelling copy for various mediums</p> <p><b>CO3-</b>To train students to generate, develop and express ideas effectively</p> <p><b>CO4-</b> To learn the rudimentary techniques of advertising headline and body copywriting, the economy of words and thought peculiar to this type of writing, and the necessity of creative thinking in written expression.</p> |
| 2 | Advertising & Marketing Research | <p><b>CO1-</b>To inculcate the analytical abilities and research skills among the students.</p> <p><b>CO2-</b> To understand research methodologies – Qualitative Vs Quantitative</p> <p><b>CO3-</b> To discuss the foundations of Research and audience analysis that is imperative to successful advertising.</p> <p><b>CO4-</b>To understand the scope and techniques of Advertising and Marketing research and their utility.</p>   |
| 3 | Brand Building                   | <p><b>CO1-</b>To understand the awareness and growing importance of Brand Building</p> <p><b>CO2-</b>To know how to build, sustain and grow brands</p> <p><b>CO3-</b>To know the various new way of building brands</p> <p><b>CO4-</b>To know about the global perspective of brand building.</p>   |
| 4 | Agency Management                | <p><b>CO1-</b> To acquaint the students with concepts, techniques and give experience in the application of concepts for developing an effective advertising campaign.</p> <p><b>CO2-</b>How an ad agency works and what opportunities exist</p> <p><b>CO3-</b> To familiarize students with the different aspects of running an ad agency</p> <p><b>CO4-</b> To inculcate competencies thereby enabling them to undertake professional work in advertising industry.</p>   |



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| 5 | Direct Marketing & E Commerce | <p><b>CO1-</b>To understand the awareness and growing importance of Direct Marketing</p> <p><b>CO2-</b>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</p> <p><b>CO3-</b>To understand the increasing significance of E-Commerce and its applications in business and various sectors.</p> <p><b>CO4-</b>To provide insight on Direct Marketing activities on various Social Media platforms through E-commerce and its emerging significance in business.</p> |
| 6 | Consumer Behaviour            | <p><b>CO1-</b>To understand the sociological &amp; psychological perspective of consumer behaviour.</p> <p><b>CO2-</b> To introduce students to the complexities of consumer behaviour, and its importance in marketing &amp; advertising.</p> <p><b>CO3-</b> To sensitize students to the changing trends in consumer behaviour.</p> <p><b>CO4-</b> To explain the various new way of building brands</p>   |



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**TYBMM-Advertising Sem-VI**

|   |                                     |  |
|---|-------------------------------------|--|
| 1 | Digital Media                       | <b>CO1-</b> Understand digital marketing platform<br><b>CO2-</b> Understand the key goals and stages of digital campaigns<br><b>CO3-</b> Understand the of use key digital marketing tools<br><b>CO4-</b> Learn to develop digital marketing plans   |
| 2 | Advertising Design                  | <b>CO1-</b> Learner shall understand the process of planning & production of the advertisement.<br><b>CO2-</b> To highlight the importance of visual language as effective way of communication.<br><b>CO3-</b> To provide practical training in the field of advertising & make learners industry-ready.  |
| 3 | Advertising In Contemporary Society | <b>CO1-</b> To understand the environment of Advertising in Contemporary Society<br><b>CO2-</b> To understand Liberalization and its impact on the economy and other areas of Indian society<br><b>CO3-</b> To compare and analyze the advertising environment of different countries  |
| 4 | Media Planning & Buying             | <b>CO1-</b> To develop knowledge of major media characteristics<br><b>CO2-</b> To understand procedures, requirements, and techniques of media planning and buying.<br><b>CO3-</b> To learn the various media mix and their implementation<br><b>CO5-</b> To understand budget allocation for a Media plan and fundamentals  |
| 5 | Advertising & Sales Promotion       | <b>CO1-</b> Students should be able to demonstrate a thorough understanding of the major sales promotion concepts,<br><b>CO2-</b> Use a framework to make effective sales promotion decisions, and Adopt the necessary skills and point of view for an effective sales promotion campaign.<br><b>CO3-</b> Explain appropriate selection of media. Discuss means of testing effectiveness of advertising and sales promotion. |



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|---|---------------------------------|--|
|   |                                 | CO4- Will help to know the impact of media industry on the viewers, understanding its characteristics  |
| 6 | Entertainment & Media Marketing | <p><b>CO1-</b>To equip students with an understanding of marketing practices, frameworks, and trends in the Entertainment Sector</p> <p><b>CO2-</b> Introducing the students to the television industry and film industry.</p> <p><b>CO3-</b> Will make students go through different case studies regarding radio marketing skills,</p> <p><b>CO4-</b> social media marketing skills etc.</p> |



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