

# **SCHOOL OF COMMERCE AND MANAGEMENT**

## **SESSION 2019-20**

### **PO 1: M.COM**

M.Com is a career oriented professional programs which prepares one to start a business of his/ her own in the capacity of an entrepreneur. This programme inculcates business skills in students and acquaints them with recent trends in commerce and management. Along with Skill enhancement and knowledge acquisition it develops analytical interpretative and presentation skill regarding research in commerce and management.

### **PSO 1:**

- To inculcates the knowledge of business and the techniques of managing the business with special focus on business management, financial management and business economics.
- To enhance the presentation and communication skills through seminars and workshops
- To enhance the computer literacy and its applicability in business.
- To create awareness in application oriented research by using statistical techniques in business decisions.

### **CO 1: BUSINESS MANAGEMENT**

- To explore the concept and theories of management
- To know the planning procedure
- To study the organizational structure and forms
- To make acquainted with staffing, communication, motivation, leadership and Directing
- To analyze the process of controlling.

### **CO 2: CORPORATE FINANCIAL ACCOUNTING**

- To study the basic concepts of corporate financial accounting
- To generate knowledge regarding IFRS
- To analyse the price level changes in accounts of companies
- To study the reporting practices of corporations
- To provide knowledge about forensic accounting, intellectual accounting and EVA.

### **CO 3: BUSINESS ECONOMICS**

- To update basics of economics
- To analyze the consumer preferences through the study of indifference curve analysis
- To study the concept of revenue and cost
- To study applications of production theory
- To study the various markets conditions

### **CO 4: FINANCIAL MANAGEMENT**

- To know the basics of financial management
- To study the concept of time value of money
- To analyse various sources of finance and capital structure decisions
- To study various methods of capital budgeting and working capital management
- To familiarize with leasing practices

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**CO 5: WORKSHOP ON COMPUTER APPLICATION IN BUSINESS**

- To familiarize with the fundamentals of computer
- To get input on memory system and MS windows
- To study e-commerce application with help of internet
- To know the MS word and MS excel application in business
- Make the students to prepare presentation with the help of MS power point

**CO 6: SEMINAR ON CURRENT BUSINESS ISSUES**

- To know the changing scenario of business world
- To acquaint with latest technologies in business
- To know the success stories of various organizations
- To familiarize with various scams in corporations
- To explore the better ways to manage the business

**CO 7: ACCOUNTING FOR MANAGERIAL DECISIONS**

- To know the basics of management accounting
- To study the financial statement analysis
- To familiarize fund flow and cash flow statement
- To analyze various budget
- To familiarize with marginal costing

**CO 8: FINANCIAL INSTITUTIONS AND MARKETS**

- To know the Indian financial system and economic development
- To familiarize with stock exchange functions
- To study the Indian capital market
- To analyze the depository system in India
- To know the present structure and functions of commerce banks

**CO 9: RESEARCH METHODOLOGY AND STATISTICAL TECHNIQUES**

- To update basis of Research and Statistics
- To know the methods of data collection
- To study the analysis and interpretation of data
- To know the hypothesis testing
- To know the advanced statistical tools for analysis T,Z, F and Anova

**CO 10: BUSINESS ENVIRONMENT**

- To know the theoretical framework of business environment
- To study the techniques of environmental scanning
- To analyze the economic and technological environment
- To study economic reforms in India

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- To identify various practices of MNCs in India

**CO 11: WORKSHOP ON COMMUNICATION SKILLS**

- To develop self awareness
- To manage personnel stress
- To enhance communication skills
- To inculcate meeting skills
- To develop interview skills

**CO 12: SEMINAR ON CORPORATE GOVERNANCE AND BUSINESS ETHICS**

- To understand the concept of corporate governance
- To study recent practices of corporate governance
- To identify the implementation of e-governance system
- To familiarize with the business ethics
- To analyse the different ethical issues with the help of case studies

**PSO 2:**

- To enhance the horizon of knowledge in various field of commerce through corporate legal framework, human resource management and fundamental of investment.
- To enhance reasoning, critical thinking and information literacy through seminars.
- To increase practical knowledge of the students with the help of case studies.
- To create awareness about the international business practices.

**CO 13: STRATEGIC COST MANAGEMENT**

- To study the costing concept and methods
- To analyse the key elements of strategic and contemporary cost management
- To know the process activity based management
- To update regarding the kaizen costing
- To study the cost management and performance evaluation

**CO 14: CORPORATE LEGAL FRAMEWORK**

- To study the Companies Act 2013
- To know the provisions of Consumer Protection Act
- To study various functions of SEBI
- To analyze the corporate laws with the help of case study
- To familiarize with Competition Act 2002, FEMA act 1999 and information technology act 2000

**CO 15: DIRECT TAX**

- To know the provisions of Income Tax Act 1961
- To study the residential status
- To study various heads of incomes
- To identify the various provisions regarding set off and carry forward of losses
- To analyze the computation of income of various persons

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**CO 16: MARKETING MANAGEMENT**

- To know the modern marketing concepts and evaluation
- To study the consumer behavior
- To analyze the product and price
- To analyze the promotion mix
- To study the marketing services and market research

**CO 17: PROJECT MANAGEMENT**

- To know the various concepts of project management
- To study the methods of project appraisal
- To study the technique of resource allocation
- To understand the network techniques specifically PERT and CPM
- To study the control system of projects

**CO 18: SEMINAR BASED ON PROJECT DEVELOPMENT**

- To familiarize with project planning
- To understand the application of contemporary project management principles
- To study the challenges associated with modern project development
- To prepare for the mitigation and management of challenges in project development
- To enhance presentation skills

**CO 19: MANAGEMENT OF FINANCIAL SERVICES**

- To study the financial services
- To study the merchant banking functions and services
- To understand the venture capital, leasing services and credit rating system in India
- To aware regarding the performance of mutual funds in India
- To know the growth and present scenario of plastic money in India

**CO 20 SEMINAR BASED ON CURRENT FINANCIAL ISSUES**

- To familiarize with current financial issues prevailing in financial environment
- To create skills regarding knowledge sharing
- To prepare regarding group discussions
- To enhance presentation and communication skills

**CO 21 HUMAN RESOURCE MANAGEMENT**

- To know the basic of human resources management
- To analysis human resources planning
- To familiarize regarding recruitment, selection, training and career development
- To study the performance appraisal process
- To know the dynamics of industrial relations

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**CO 22 FUNDAMENTALS OF INVESTMENT**

- To study investment concept, nature and scope of investment analysis
- To analyze investment alternatives for individuals
- To know the concept of fundamental analysis
- To familiarize investment portfolio and portfolio performance evaluation
- To study financial derivatives

**CO 23 BANKING AND INSURANCE SERVICES**

- To understand the evolution and present structure of commerce banks in India
- To study the method of risk management
- To study the banking regulations and e-banking in India
- To familiarise with legislative insurance framework of India
- To understand the concept of reinsurance and banassurance in India

**CO 24 CORPORATE TAX PLANNING**

- To update the current tax planning practices
- To know the provisions of tax planning for new business
- To study the special tax provision and business reorganization
- To analyze the relationship of tax planning and financial management decisions
- To identify the provisions for relief in respect of double taxation

**CO 25 CORPORATE GOVERNANCE**

- To understand the concept of corporate governance
- To study various committees of corporate governance
- To identify the global perspective of corporate governance system
- To familiarize with OECD principles
- To explore the corporate governance practices in India

**CO 26 SEMINAR BASED ON CASE STUDIES**

- To understand the corporate governance issues with the help of case studies
- To create skills regarding knowledge sharing
- To prepare regarding group discussions
- To enhance presentation and communication skills

**CO 27 INTERNATIONAL FINANCE**

- To study foundation of international finance
- To familiarise with international monetary system
- To understand the working of foreign exchange market
- To study international investment and working capital management
- To examine the techniques of foreign exchange exposure

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**CO 28 SEMINAR ON INTERNATIONAL BUSINESS**

- To understand the practices of international business
- To create skills regarding knowledge sharing
- To prepare regarding group discussions
- To enhance presentation and communication skills

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**PO 1: M.B.A. (LEADERSHIP DEVELOPMENT)**

The MBA (Leadership Development) program is focused on developing high potential leaders. This program prepares students to embrace the risks and opportunities that accompany new leadership roles. It will help them to understand the persona of visionary leaders and to develop those qualities in order to grow throughout their career.

**PSO I**

The students will engage in learning basic fundamental subjects and explore the pros and cons of diverse leadership styles and strategies. It will expand the ability to build productive teams, understand change, lead in a crisis, and create a culture of high performance.

**CO-I MANAGEMENT PRACTICES**

**Course Objective**

The objective of this course is to introduce the students to the basic concepts and techniques of Management.

**Course Learning Outcomes**

After completing the course, the students shall be able to:

CO 1: understand fundamental concepts and principles of management.

CO 2: understand the basic roles skills and functions of management.

CO 3: will be familiar with interactions between the environment, technology, human resources and organization in order to achieve high performance.

**CO-II THEORY AND PRACTICE OF LEADERSHIP**

**Course Objective**

The course will provide an in-depth understanding of the leadership and its relation with the various facets of the organization at individual, group and macro levels. It will also help to develop the capacity to perceive clearly the various tactics that the others use to influence in order to achieve their objective.

**Course Learning Outcomes**

After completing the course, the students shall be able to:

CO 1: gain a greater understanding of their own personal identities and how their identities shape their leadership and followership.

CO 2: examine their own and others intrinsic and extrinsic motivation as leaders.

CO 3: imbibe the different styles of leadership into their personality.

**CO-III ECONOMICS FOR LEADERS**

**Course Objective**

The course will help students sharpen their analytical abilities in integrating strategic management decision in a comprehensive manner and strategic thinking will introduce students to the theory and practice of strategic planning, a collection of principles and techniques applicable to the management

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**Course Learning Outcomes**

After completing the course, the students shall be able to:

CO 1: understand how markets organize core economic activities such as production, distribution, consumption and growth of productive resources.

CO 2: apply economic theories and methodologies in analysing issues in various sub-fields of microeconomics and management.

**CO-IV FUNDAMENTALS OF ACCOUNTING AND FINANCE**

**Course Objective**

The objective of the course is to familiarize the students with basic accounting mechanics, process and system. The course will lay a foundation for developing student's skills in interpreting financial statements

**Course Learning Outcomes**

After completing the course, the students shall be able to:

CO 1: be competent in relevant financial accounting career skills, applying both quantitative and qualitative knowledge to their future careers in business.

CO 2: critically evaluate financial statement information and compare different investments.

CO 3: be well versed with accounting terminology and its methods.

**CO-V WORKSHOP ON COMPUTER APPLICATIONS IN BUSINESS**

**Course Objective**

To introduce students to the use of Computer based applications in Business for documentation and making reports required in the Business World.

**Course Learning Outcomes**

After completing the course, the students shall be able to:

**CO 1:** apply computer theoretical concepts and skills to solve business problems.

**CO 2:** create word document, excel book.

**CO 3:** make power point presentations in their day-to-day business applications.

**CO-VI WORKSHOP ON MANAGEMENT SKILLS-I**

**Course Objective**

The workshop will aim to enhance the personal skills as well as communication skills of the students. It will prepare the course participants for leadership positions in the organizations.

**Course Learning Outcomes**

After completing the course, the students shall be able to:

**CO 1:** develop and nurture a deep understanding of personal motivation and professional responsibility.

**CO 2:** learn to balance confidence and humility.

**CO 3:** get knowledge of personal beliefs and values and a commitment to continuing personal reflection and reassessment.



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**CO-VII SEMINAR ON BUSINESS AND LEADERSHIP ISSUES-I**

**Course Objective**

The objective of the course is to help the students to acquire the basics of National Level Business and Leadership issues faced by the corporate world.

**Course Learning Outcomes**

After completing the course, the students shall be able to:

**CO 1:** have a thorough knowledge of the latest theoretical and practical advancements in the field of business and leadership.

**CO 2:** develop an overall understanding of current and future trends in business.

**CO-VIII HUMAN RESOURCE MANAGEMENT**

**Course Objective**

Upon completion, the student should be able to indicate and explain various human resource management interventions that may be required when dealing with the work environment, people, and problems.

**Course Learning Outcomes**

After completing the course, the students shall be able to:

**CO 1:** contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes.

**CO 2:** administer and contribute to the design and evaluation of the performance management program.

**CO-IX MARKETING MANAGEMENT**

**Course Objective**

The objective of this course is to develop the ability in the students to define and analyze the marketing problems through the formulation of marketing objectives, policies, programmes and strategies.

**Course Learning Outcomes**

After completing the course, the students shall be able to:

**CO 1:** understand fundamental marketing concepts, theories and principles in areas of marketing policy and consumer behaviour.

**CO 2:** understand about product, distribution, promotion and pricing decisions.

**CO 3:** understand the role of marketing as a fundamental organizational policy process.

**CO- X BUSINESS STATISTICS AND RESEARCH METHODS**

**Course Objective**

The objective of this course is to have a general understanding of Research Methodology and Statistics as applicable to Business Management and its use and relevance in areas of Management Research. While mathematical material will be covered, the major goal is for the students to develop a set of skills and tools which will be important in their management careers.

**Course Learning Outcomes**

After completing the course, the students shall be able to:

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**CO 1:** apply an advanced understanding of business research design options, methodologies.

**CO 2:** analysis methods (both qualitative and quantitative), including respective terms, definitions and applications to the design.

**CO 3:** implementation and evaluation of a research project.

**CO-XI STRATEGIC LEADERSHIP**

**Course Objective**

The course will examine the various personal and organizational challenges and at the same time also indicating ways of coping with these changes.

**Course Learning Outcomes**

After completing the course, the students shall be able to:

**CO 1:** describe the strategic management process and the nature of strategy formulation, implementation and evaluation activities.

**CO 2:** describe the benefits of good business in strategic management.

**CO-XII WORKSHOP ON E-BUSINESS**

**Course Objective**

This course introduces students to various aspects and models for e-business. Students should also become aware of the global nature of e-commerce and how traditional means of doing business will need to change in the electronic age.

**Course Learning Outcomes**

After completing the course, the students shall be able to:

**CO 1:** understand the foundations and importance of E-commerce.

**CO 2:** an understanding of retailing in E-commerce by analysing branding and pricing strategies, using and determining the effectiveness of market research.

**CO-XIII WORKSHOP ON MANAGEMENT SKILLS-II**

**Course Objective**

The work shop will aim to enhance the inter-personal skills as well as group skills of the students. It will prepare the course participants for leadership positions in the organizations.

**Course Learning Outcomes**

After completing the course, the students shall be able to:

**CO 1:** work in teams and lead the organization in an effective way.

**CO 2:** imbibe all the attributes of good leaders and prepare themselves for the leadership positions in the organization.

**CO-XIV SEMINAR ON BUSINESS AND LEADERSHIP ISSUES-II**

**Course Objective**

The objective of the course is to introduce the students with various current international business and leadership issues.

**Course Learning Outcomes**

After completing the course, the students shall be able to:

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**CO 1:** critically analyse various sources of information related to international business.

**CO 2:** use such information to find new solutions and deal with challenges.

**CO 3:** analyse existing theories and models in the field of international business and link them to real life situations.

**PSO II**

The students will engage in learning specialized subjects and explore the strategic and cultural issues in management. Study of specialized subjects will enhance their knowledge regarding important and current scenarios of business. Study of Business ethics and innovation will prepare them for future endeavors.

**CO-XV CROSS-CULTURAL LEADERSHIP**

**Course Objective:**

The objective of this course is to help students to understand leadership in organizations at cross cultural level so that they improve their managerial effectiveness.

**Course Learning Outcomes**

After completing the course, the students shall be able to:

**CO1:** Critically analyze diverse cultures, cross-cultural communication and the uses of authority between groups.

**CO2:** Demonstrate an integrative understanding of the ethical and social issues in cross-cultural management and negotiation.

**CO3:** Identify the key issues raised by international business cases in cross-cultural management.

**CO-XVI PROJECT MANAGEMENT**

**Course Objective:**

The objective of this course is to impart knowledge, skills, tools and techniques involved in carrying out project activities so as to ensure that projects are delivered within budget and schedule.

**Course Learning Outcome:**

After completing the course, the students shall be able to:

**CO1:** Understand the concepts of Project Management for planning to execution of projects.

**CO2:** Understand the feasibility analysis in Project Management and network analysis tools for cost and time estimation.

**CO3:** Analyze, apply and appreciate contemporary project management tools and methodologies in Indian context.

**CO-XVII SEMINAR ON SUMMER TRAINING REPORT**

**Course Objective:**

The objective of the seminar is to appraise the students regarding the various practical aspects relating to industries

**Course Learning Outcome:**

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After completing the course, the students shall be able to:

**CO1:** Show competence in identifying relevant information, defining and explaining topics under discussion.

**CO2:** Reach across diverse disciplines to apply theories, methods and knowledge bases from multiple fields to a single question or problem.

**CO-XVIII ADVERTISING AND SALES MANAGEMENT**

**Course Objective**

The objective of the course is to make students familiar with the importance of advertising and promotional activities in current business environment and the role played by sales promotion and communication on growth of business.

**Course Learning Outcomes**

After completing the course, the students shall be able to:

**CO1:** Understand the concept of creativity in depth with the knowledge of growing importance of creativity in Ads in today's competitive world.

**CO2:** Develop skills required for job/vocation in advertising, personal selling and salesmanship.

**CO3:** Equip themselves with skills required to motivate and train the sales force and enhance their productivity.

**CO-XIX MARKETING OF SERVICES**

**Course Objective:**

The objective of this course is to supplement basic marketing and marketing strategy courses by focusing on problems and strategies specific to marketing of services. Problems commonly encountered in marketing services -- such as inability to inventory, difficulty in synchronizing demand and supply, difficulty in controlling quality -- will be addressed. Strategies used by successful services marketers to overcome these difficulties will be discussed.

**Course Learning Outcomes**

After completing the course, the students shall be able to:

**CO1:** Understand the marketing challenges for service businesses and their similarity and differences from goods/manufacturing businesses.

**CO2:** Develop essential knowledge on the components of the "services marketing mix" and relate them to managing service quality.

**CO3:** Understand the process and develop skills to evaluate the customer experience and service quality of an organization and develop solutions designed to build competitive advantage.

**CO4:** Recognize how services marketing principles can be used as a conceptual framework to help managers identify and solve marketing problems

**CO-XX MANAGEMENT OF INDUSTRIAL RELATIONS**

**Course Objective:**

The objective of the course is to enable the students to understand the concept of Industrial relations and Industrial Conflict. The course will help students to thoroughly understand the concept of Collective Bargaining, Trade Unions and how to handle grievances. Various industrial laws will also be discussed.

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**Course Learning Outcomes**

After completing the course, the students shall be able to:

**CO1:** Develop an understanding of industrial relations institutions such as employer associations, labour market, trade unions and industrial tribunals; principles of employment law; practical skills in negotiation, advocacy and workplace bargaining;

**CO2:** Understand wage and salary administration.

**CO3:** To understand the various provisions relating to prevention and resolution of disputes in India.

**CO4:** To study the various provisions related to grievance handling mechanism and find out the linkage between Industrial relations and human resource performance.

**CO-XXI HUMAN RESOURCE PLANNING AND DEVELOPMENT**

**Course Objective:**

The objective of the course is to familiarize the students with the basic concepts, tools and techniques of work study and to train them in application of human resource planning techniques. The course introduces students to processes of planning and implementing organizational training systems, assessing educational and developmental needs of employees.

**Course Learning Outcomes**

After completing the course, the students shall be able to:

**CO1:** Understand tools and techniques used for organisational human resource planning;

**CO2:** To learn the basic concepts of Human resource development, different approaches to HRD, HRD styles, structures and competencies

**CO3:** To develop knowledge on the importance of implementing HRD techniques in organizations

**CO-XXII MANAGEMENT OF FINANCIAL INSTITUTIONS**

**Course Objective:**

The course focuses on financial intermediary institutions, including banks, investment banks and institutional investors. The functions and purposes of such institutions are analyzed.

**Course Learning Outcomes**

By the end of this course, students will be able to:

**CO1:** Equip students with an understanding of the financial system, its constituents, the principles on which it operates, inter-linkages and regulatory concerns.

**CO2:** Comprehend the concept of Microfinancing and NBFCs.

**CO3:** Understand the types of risk prevailing in financial markets

**CO-XXIII FINANCIAL SERVICES AND MARKETS**

**Course Objective:**

The course aims at providing the students, basic knowledge about the Finance concepts, markets and various services provided in those markets. The syllabus is structured in a way which provides adequate information about the roles of intermediaries and its regulating bodies. The course also provides information about the prevailing financial system in India.

**Course Learning Outcomes**

After completion of this course, the student will be able to:

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**CO1:** Understand the role and function of the financial system in the economy.

**CO2:** Demonstrate an awareness of the current structure and regulation of the Indian financial services sector.

**CO3:** Evaluate and create strategies to promote financial products and services.

**CO-XXIV STRATEGIC MANAGEMENT**

**Course Objective:**

The course emphasizes the value and process of strategic management. In addition to familiarizing students with new subject matter, students are expected to integrate and apply their prior learning to strategic decision making in organizations.

**Course Learning Outcomes**

After completing the course, the students shall be able to:

**CO1:** Understand the strategic decisions that organisations make and have an ability to engage in strategic planning.

**CO2:** Explain the basic concepts, principles and practices associated with strategy formulation and implementation.

**CO3:** Identify the internal and external factors affecting the strategic management process by understanding the Environmental scanning techniques

**CO4:** Comprehend the Strategic options at Corporate Level, Business Level and Functional Level

**CO-XXV LEADERSHIP FOR INNOVATORS**

**Course Objective:**

The course provides a clear understanding of concepts of innovation and its framework. The subject is integrating innovation with leadership, giving a firm grasp on the nature of innovation and how students can build new and innovative ideas.

**Course Learning Outcomes:**

After completing the course, the students shall be able to:

**CO1:** Develop and demonstrate the capacity to reflect on their leadership behaviour, leading effective and ethical change.

**CO2:** Understand why and how innovation is important

**CO3:** Recognize the benefits which innovation can confer on an innovating organisation.

**CO-XXVI SEMINAR ON BUSINESS ETHICS AND VALUES**

**Course Objective:**

The course will help the students understand the significance of ethics and values and the importance of practicing ethics and be socially responsible

**Course Learning Outcomes:**

After completing the course, the students shall be able to:

**CO1:** Demonstrate knowledge of ethical reasoning and ethical theory.

**CO2:** Identify ethics issues in business involving integrity, objectivity, and independence.

**CO3:** Interpret ethics rules as related to specific business situations.

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**CO-XXVII MAJOR PROJECT ON CURRENT BUSINESS ISSUES**

**Course Objective:**

The scope of the major project execution is to give the students the knowledge, skills and tools they need to grow in the current competitive business environment.

**Course Learning Outcome:**

After completing the course, the students shall be able to:

**CO1:** Face various business challenges by learning through current business issues.

**CO2:** Understand the role of the leader and his or her team in shaping organizational architectures in service of their organization's strategy.

**CO-XXVIII RETAIL MARKETING**

**Course Objective**

The objective of this course is to provide an in-depth understanding of retail marketing, building sustainable relationship, buyer behaviour, SCM and store maintenance and inventory management.

**Course Learning Outcomes**

After completing the course, the students shall be able to:

**CO1:** Evaluate current retailing trends based on consumer, legal and competitive environments.

**CO2:** Identify various retail opportunities and evaluate the strategies associated with each type of opportunity.

**CO3:** Distinguish and characterize the factors and management tools that retailers consider and use when developing their merchandise mix.

**CO-XXIX CONSUMER BEHAVIOR & CUSTOMER ENGAGEMENT**

**Course Objective**

The course will help students develop an understanding of consumer behavior theories and apply this understanding in a marketing decision making context. Identify the multitude of factors influencing consumers so that each of us will be able to apply this knowledge to improve market strategy. It will also develop an awareness of consumer behavior and students will be able to gain firsthand knowledge of consumer behavior and decision making.

**Course Learning Outcomes:**

After completing the course, the students shall be able to:

**CO1:** Identify and explain factors which influence consumer behaviour;

**CO2:** Demonstrate how knowledge of consumer behaviour can be applied to marketing;

**CO3:** Display critical thinking and problem solving skills.

**CO-XXX WORKSHOP ON DIGITAL MARKETING**

**Course Objective:**

The aim of the Digital Marketing Course is to provide students with the knowledge about business advantages of the digital marketing and its importance for marketing success; to develop a digital marketing plan; to make SWOT analysis; to define a target group; to get introduced to various

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digital channels, their advantages and ways of integration; how to integrate different digital media and create marketing content.

**Course Learning Outcomes:**

After completing the course, the students shall be able to:

**CO1:** Identify the importance of the digital marketing for marketing success,

**CO2:** To manage customer relationships across all digital channels and build better customer relationships.

**CO-XXXI MANAGEMENT OF TRAINING AND DEVELOPMENT**

**Course Objective:**

The objective of the course is to impart knowledge of training and development techniques prevalent in business. To study the importance and implications of management development programmes.

**Course Learning Outcomes:**

After completing the course, the students shall be able to:

**CO1:** Explain the role of training and development in human resources management.

**CO2:** Analyze the training needs of an organization.

**CO3:** Assess, design, access and implement various methods, techniques and sources of training.

**CO-XXXII PSYCHOLOGY FOR LEADERS**

**Course Objective:**

The objective of the course is to develop a diagnostic and conceptual understanding of psychology in leading the organization. Psychology plays an important role in the field of leadership and thus this course designed will help the students in learning various psychological parameters

**Course Learning Outcomes:**

After completing the course, the students shall be able to:

**CO1:** Identify key skills and abilities which are required for effective leadership

**CO2:** Have an informed view about potential biases in recruitment and development practice, and how to overcome this.

**CO-XXXIII WORKSHOP ON DEVELOPING HUMAN CAPITAL**

**Course Objective:**

The workshop will enhance the practical aspects of developing human capital with the help of case studies, role play and lectures. The students will gain insights into the HR operations and its impact on the functioning of a business. The students will be able to use their knowledge to make more effective decisions in the field of human resource management.

**Course Learning Outcomes:**

After completing the course, the students shall be able to:

**CO1:** Develop, implement, and evaluate employee orientation, training, and development programs.

**CO2:** Learn how to research, support, develop and communicate organization's plan.



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**CO-XXXIV ENTREPRENEURIAL FINANCE**

**Course Objective:**

The course focuses on financing decisions of entrepreneurs identifying and valuing entrepreneurial business opportunities and as well as how and from whom entrepreneurs raise funds.

**Course Learning Outcomes:**

After completing the course, the students shall be able to:

**CO1:** Understanding the dynamic challenges faced by entrepreneurial ventures in securing financial backing to support future growth and development.

**CO2:** Identify the financial resources of an entrepreneurial firm are managed and monitored, as well as, demonstrate an understanding and skills in issues related to the sale of an entrepreneurial firm.

**CO-XXXV WORKING CAPITAL MANAGEMENT**

**Course Objective:**

The course will enable the student to manage activities in the area of working capital in an enterprise and help the students to do advance study in the field of financial-management through detailed analysis of financial statements, liquidity crises, cash optimization, credit analysis etc. The student will learn how to apply sound techniques for managing inventory.

**Course Learning Outcomes:**

After completing the course, the students shall be able to:

**CO1:** Evaluate comparative working capital management policies and their impact on the firm's profitability, liquidity, risk and operating flexibility.

**CO2:** Evaluate the importance of effective working capital management and its role in meeting the firm's strategic objectives and its impact in value creation.

**CO- XXXVI WORKSHOP ON FINANCIAL FUNDAMENTALS**

**Course Objective:**

The workshop will enhance the financial awareness, ability to manage their business, profits and cash. The students will be able to use their financial knowledge to make more effective decisions in the field of finance.

**Course Outcome:**

After completing the course, the students shall be able to:

**CO1:** Enhance their practical approach towards the financial awareness, ability to make financial decisions.

**CO2:** Understand the fundamental concepts of finance, financial markets and market participants, valuation techniques of financial instruments, and working knowledge of portfolio management

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**Bachelor of Commerce PO, PSO and CO 2019-20**

**PO: B.COM**

The objectives of three years programme of Bachelor in Commerce are:

- The programme would offer a variety of courses to provide the current business knowledge to the students. The courses seek to give introductory and advanced learning to the students for effective commerce education.
- This programme will enable every student to cope with latest development in commerce and business at national and global level. It will also equip the student to face the modern-day challenges in business world.
- The curriculum of this programme offers a number of values based and job oriented courses through specialization and practical exposure in the field of commerce.
- Students would gain a thorough and logical understanding in fundamentals of commerce to enable them to avail more career opportunities.

**PSO 1**

The students will learn quantitative and qualitative knowledge relevant to obtain skills regarding business, management, accounting and law. The students will develop awareness about environment, and sensitize them for human values and ethical conduct of business. Language under ability enhancement compulsory course and modern Indian language will add to the business communication skills.

**CO1: ENVIRONMENTAL AND ROAD SAFETY AWARENESS**

Students will able to

1. Generate awareness regarding environmental issues and road safety
2. Develop environmental sensitivities and learn to make efforts for its sustainability
3. Understand Structure, importance and conservation of ecosystem, natural resources and biodiversity
4. Recognize, respond and respect road safety norms

**CO2: FINANCIAL ACCOUNTING**

Students will able to

1. Understand basic accounting terminology, including the basic accounting equation.
2. Explain the purpose, structure, and elements of the financial statements.
3. Develop skills of recording and computing various business transactions.
4. Establish consistency and transparency while maintaining the books of accounts as per accounting principles.
5. Prepare and comprehend final accounts, bank reconciliation statement and partnership accounts.
6. Compute depreciation as per Accounting Standard-6 while determining and presenting the financial position and results of operations of an enterprise.
7. Analyze the impact of business transactions on the company's financial health and performance

**CO3: BUSINESS ORGANISATION AND MANAGEMENT**

Students will able to

1. Understand functions and functional areas of management.
2. Develop managerial skills to organize and operate various kinds of business organization.
3. Comprehend management thoughts of FW Taylor, Henry Fayol, Elton Mayo and Peter Drucker.
4. Apply various theories of motivation and leadership styles for effective direction.
5. Learn leadership qualities and skills required for a successful enterprise.

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6. Significance of motivational and leadership skills for effective direction.
7. Skills to establishment of effective control system.

**CO4: HUMAN VALUES AND PROFESSIONAL ETHICS**

Students will be able to

1. Imbibe business ethics and professional ethics.
2. Value professional ethics required to run businesses in modern era.
3. Acquire knowledge of varied approaches required for ethical decision making.
4. Learn value based holistic management by distinguishing ethical and unethical practices in Marketing, Finance and HRM.

**CO5: BUSINESS LAW**

Students will be able to

1. Understand general and specific provisions of Indian Contract Act, 1872.
2. Learn various provisions dealing with Negotiable Instruments
3. Describe legal remedies available to consumers under Consumer Protection Act, 1986
4. Analyze the Impact of the above-mentioned acts on business transactions in India.
5. Comprehend essentials of lawful behavior in business world.

**CO6: COMPUTERISED ACCOUNTING**

Students will be able to

1. Prepare accounting books with the help of various accounting software.
2. Understand and apply computer terminology, hardware and software related to accounting.
3. Apply Tally software to create companies and generate accounting vouchers.
4. Explain the significance of computer in recording and generating real-time financial information.
5. Develop computerized accounting skills required for inventory management, bank reconciliation and auditing of final accounts.

**CO7: DRUG ABUSE: PROBLEM, MANAGEMENT AND PREVENTION**

Students will be able to

1. Evaluate ill effects of drugs in society.
2. Learn various measures for their preventions and management.
3. Analyze the issues and importance of drug addiction centers.
4. Contribute in society towards management and prevention of drug abuse.

**PSO 2**

The students will gain systematic knowledge of various disciplines of Company Act, entrepreneurship, accounting, taxation along with the basic knowledge of computer. The students will be able to recognize the features and role of businessmen, entrepreneurs, accountants, auditors, consultants, statisticians, financial analysts and economists. The knowledge of different disciplines with the practical exposure will be helpful for the students in enhancing their requisite job skills.

**CO1: Company Law and Auditing**

Students will be able to

1. Understand the fundamentals of Company Law and provisions of the Companies Act of 2013.
2. Explain the various stages involved in the formation of company from promotion to incorporation.
3. Evaluate the procedure for convening the company meetings.

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4. Describe various modes for winding up of company.
5. Apply various principles of governing audit in their real-life situations.
6. Examine various guidelines for appointment and removal of company auditors
7. Develop understanding regarding preparation of audit reports.

**CO2: Corporate Accounting**

Students will able to

1. Understand the Accounting treatment of issue, forfeiture and reissue of shares.
2. Examine various provisions for redemption of Preference shares and debentures.
3. Develop various ways for valuation of share and goodwill.
4. Prepare final accounts of companies.
5. Construct consolidated balance sheet of holding companies.
6. Analyze the various steps involved in liquidation up of a company

**CO3: Computer Applications in Business**

Students will able to

1. Impart knowledge regarding computer and its development throughout various generations.
2. Develop understanding regarding various input-output devices, types of memories and its uses.
3. Describe windows and its practical aspect from the viewpoint of business.
4. Apply working knowledge of MS-Word and its practical aspect in creation of business files.
5. Make use of MS-PowerPoint in creation of business presentations using animations, graphics and transitions.
6. Create business workbook, charts and graphs by using MS-Excel.

**CO4: Business Mathematics and Statistics**

Students will able to

1. Understand and learn the application of matrices and determinants in business.
2. Explain and apply the various measures of central tendency.
3. Make analysis of time series and its uses under different business conditions.
4. Calculate index numbers and understand various techniques involved in construction of index numbers.
5. Explain various degrees and measurement of correlation and perform correlation analysis.
6. Calculate regression coefficient and make regression equation and perform regression analysis.

**CO5: Contemporary Accounting I**

Students will able to

1. Understand the structure of contemporary accounting system at foundation level.
2. Develop understanding about accounting standards and its need in accounting domain.
3. Analyze various changes throughout developing stages of accounting standards.
4. Understand the role of IASC in standardizing accounting practices.
5. Explain the concept of IFRS and its convergence with Indian accounting standards.
6. Describe financial reporting and various factors affecting financial reporting.

**CO6: Income Tax law**

Students will able to

1. Understand the structure of Indian Taxation system and various concepts of taxation.
2. Compute income under different heads, applying the charging provisions, exemptions and deductions.

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3. Analyze the clubbing provisions and provisions relating to set-off and carry forward of losses to determine the gross total income;
4. Calculate the tax liability of an assessee to determine the total income.
5. Comprehend the provisions relating to advance payment of tax, tax deducted at source and filing Income tax returns.

**CO7: Cost Accounting:**

Students will able to

1. Explain the process of cost accounting system and different types of costs.
2. Prepare a cost sheet after considering various expenses in purview with cost accounting.
3. Prepare store ledger using various methods of issuing material.
4. Compute cost of labour using various methods of wage payment.
5. Compute statement showing allocation and apportionment of overheads.
6. Explain and apply various costing methods under job, batch and process costing.

**CO8: Entrepreneurship**

Students will able to

1. Understand the concept of entrepreneurship and identify the various features and classification of entrepreneur.
2. Explain various theories of entrepreneurship by considering various approaches regarding it.
3. Gain knowledge regarding business incorporation and business ideas generation.
4. Identify various steps involved in project appraisal.
5. Evaluate various Entrepreneurial Development Programmes and their elements.
6. Analyze the competencies required for the success of an entrepreneur.
7. Evaluate the role of development banks to facilitate entrepreneurship.

**CO9: Business Economics**

Students will able to

1. Gain knowledge regarding fundamental concepts of economics and explain core economic terms, theories, laws and principles.
2. Analyse the cost behaviour in long term and short term period.
3. Examine the market structure of the economy and analyze various types of market competitions.
4. Explain the various methods for measurement of national income.
5. Evaluate business cycle and various phases of business cycle.

**CO10: Contemporary Accounting II**

Students will able to

1. Understand the contemporary accounting world by analysing different techniques of accounting.
2. Understand price level changes accounting and its successful adoption in Indian context.
3. Explain human resource accounting and its significance in business scenarios.
4. Comprehend social accounting and its implementation in Indian business.
5. Calculate the accounts of the non-profit and non-government organisations.

**PSO 3**

It would provide the knowledge of specialized subjects of finance and management as per latest amendments. Students will get acquainted with the concepts of marketing and human resource management as a key factor for successful business practices. It will also enhance the presentation and communication skills of students through workshops and seminars.

**CO1: Management accounting**

Students will able to

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1. Evaluate the role of management accounting
2. Illustrate the financial statements analysis for decision making
3. Evaluate the solvency, liquidity, and profitable position of the firms
4. Evaluate the source and application of funds under different head
5. Examine the cash flow treatments through operating, investing and financing activities
6. Usage of contemporary concepts in costing and affairs

**CO2: Workshop on personality development**

Students will able to

1. Evaluate the decision-making techniques
2. Describe the personality traits and motivate others
3. Justify the feelings as a winner and as a loser
4. Application for ethics and etiquette
5. Apply the leadership qualities in real life
6. Enhance the personality and influence the other to move towards the positive direction

**CO3: Marketing management**

Students will able to

1. Identify the needs of marketing theory and practices
2. Learn the different ways of segmentation and evaluate the appropriate target and positioning
3. Easily prepare the business plan for new product development, branding and pricing strategy
4. Examine the factors affecting channel distribution decisions and promotion
5. Evaluate the consumer behaviour regarding the products and services
6. Explain the ethical practices and recent trends in marketing

**CO4: Human Resource Management**

Students will able to

1. Identify the role of human resource manager in different practices
2. Explain the process of manpower planning , recruitment and selection
3. Illustrate the training and development methods for job requirements
4. Compare the traditional and modern methods using by organisations for performance appraisal
5. Evaluate the different compensation plans and reward systems
6. Justify the work culture and job description, specification and evaluation

**CO3: Financial management**

The students will able to

1. Describe the role of financial manager in business corporations
2. Calculation of cost of capital of specific sources of overall cost of capital
3. Computation of capital structure of different hypothetical firms
4. Estimation of required rate of return by considering the risk factor with different investment techniques
5. Structure the various dividend policies
6. Find the role of working capital management and its role in taking decisions.

**CO5: Financial Market Operation**

Students will able to

1. Outline the structure of money and capital markets
2. Evaluate the functionaries working in financial markets
3. Evaluate the guidelines given by SEBI and RBI and their functions

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4. Illustrate the working of stock exchanges and global financial system
5. Application of depository system in trading aspects
6. Examine the operational mechanism of money and capital market instruments

**CO7: Indirect Tax Law**

Students will able to

1. Describe the current scenario of GST in different businesses
2. Identify the rules and regulations followed under the concepts and principles
3. Evaluate the provisions and tax credit system
4. Compute the receipts and payments under GST
5. Apply the filling of returns, refunds and describe the penalties
6. Examine the GST models and GST council

**CO8: Seminar on Governance and ethics**

Students will able to

1. Illustrate the code of conduct of professional ethics and ethical behaviour of managers
2. Evaluate the role of ethics in decision making and corporate governance
3. Apply the ethical models that forms the basis for corporate governance
4. Describe the role of corporate social responsibility of business
5. Describe the management process in context of recognizing codes and agreements of governance committees
6. Illustrate the various scams and challenges in business environment in the context of corporate governance

**CO9: Banking and Insurance**

Students will able to

1. Describe the nature and functions of commercial banks
2. Explain the structure of Indian banking system
3. Illustrate and use the negotiable instruments and cheques and recent technologies
4. Examine the risk management techniques in accordance with type of lending
5. Evaluate the banking and customer relationship
6. Apply and examine the recent trends in Indian banking and insurance system

**CO10: Money and Financial Institutions**

Students will able to

1. Evaluate the various institutions working in the economy
2. Examine the role of institutions and their basic components
3. Justify the supply chain of money for the circulation in business and markets
4. Illustrate the framework of institutions and money market
5. Describe the provisions followed by the money and financial institutions given by regulatory bodies
6. Evaluate the various funds and fees applicable on different institutions

**CO11: Fundamentals of Investments**

Students will able to

1. Describe the various investment opportunities for the personal growth and development
2. Evaluate the small saving options and their role
3. Describe the various factors affecting the investment decisions of the businesses
4. Examine the role of derivatives and its participants in the market
5. Evaluate the measurement techniques of investment options
6. Evaluate the risk return relationship of money and investments

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**CO12: Security Analysis and Portfolio Management**

Students will be able to

1. Illustrate the investment management process involved in management decisions
2. Evaluate the role of investment avenues in business environment
3. Apply the fundamental values for deciding to buy or sell or hold
4. Compute the figures for portfolio investments using different models
5. Evaluate the portfolios by using performance indices
6. Predict the movement of stock by using the appropriate techniques



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**PO B.Com Hons. I**

- In this course students are exposed to general business principles, accounting, economics, relevant laws and quantitative skills.
- The programme emphasis to enhance problem solving skills of the students in the real business environment by way of summer training, industrial visits, case studies and projects.
- Experts from the industry are invited on a regular basis in order to upgrade students' knowledge and to provide an insight into the actual requirements of the industry.
- The curriculum of this programme offers variant value based and job oriented courses through specialization and practical exposure.

**PSO I**

From this course students will gain quantitative and qualitative knowledge regarding:

- Financial accounting and corporate accounting for recording business transactions
- Language proficiency with special emphasis on business communication
- Basic concepts of micro and macro economics
- Business legislation along with relevant laws
- Drug abuse and environmental issues by introducing practical problems

**CO 1: ENVIRONMENTAL AND ROAD SAFETY AWARENESS**

From this course students will acquire knowledge regarding:

- Multidisciplinary nature of environmental studies
- Structure and function of ecosystem
- Natural resources: renewable and non-renewable resources
- Biodiversity and conservation
- Environmental pollution
- Environmental policies and practices
- Human communities and the environment
- Road safety awareness

**CO 2: FINANCIAL ACCOUNTING**

From this course students will nourish knowledge regarding:

- Financial accounting concepts, principles and conventions
- Accounting process of recording business transactions
- Methods of computing depreciation and accounts relating to partnership

**CO 3: BUSINESS LAW**

This course will familiarise the students with basic knowledge of issues related to business laws regarding:

- Indian Contract Act 1872
- Essentials of a valid contract, offer and acceptance, consideration, contractual capacity, free consent, legality of objects
- Types of negotiable instruments including promissory note, bill of exchange, cheque under Negotiable Instruments Act 1881
- Salient features, grievance redressal and Consumer Protection Act 1986

**CO 4: MICRO ECONOMICS**

This course will enable the students to understand about:

- Basic concepts of micro economics

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- Demand and supply analysis
- wider view of consumer behaviour producer behaviour and firm behaviour

**CO 5: CORPORATE ACCOUNTING**

This course will enable the students to enhance their various accounting techniques regarding:

- Accounting for share capital and debentures, valuation of goodwill and shares
- Preparation of profit and loss account and balance sheet of corporate entities
- Concepts and accounting treatment of amalgamation of companies
- Inbuilt the accounting skills in students to work as per provisions.

**CO 6: CORPORATE LAWS**

This course will impart students with basic knowledge regarding:

- Characteristics, types and formation of a company
- Various concepts like directors, prospectus and meetings
- Lifting of corporate veil
- Contents and alteration of memorandum of association and articles of association

**CO 7: MACRO ECONOMICS**

This course will help the students in understanding the concepts of macro economics regarding:

- Concepts, methods, problems in measuring national income
- Theories of income, output and employment determination
- Factors affecting investment decisions, inflation and balance of payment

**CO 8: DRUG ABUSE: PROBLEMS, MANAGEMENT AND PREVENTION**

This course will help students to understand about causes and prevention of drugs including:

- Problem of drug abuse and types of drug often abused
- Causes and consequences of drug abuse
- Management and prevention of this problem.

**PSO- II**

- The aim of the second year course subjects is to enhance the technical competency of the students with information technology in business.
- It introduces the fundamentals of management, subsequent accounting branches and economic sector with special emphasis on financial institutions.
- The course opens vast range of exciting opportunities to the students by making them practice financial reporting norms and get familiar to the taxation practices.

**CO 9: COST ACCOUNTING**

This course will enable the students to enhance their various accounting techniques regarding:

- Basic concepts of cost accounting, cost ascertainment and cost control.
- Accounting techniques regarding material costing and labour costing.
- Implementation of cost accounting methods to identify profitable products and services.
- Preparation of cost sheet and treatment of various costs under different heads.

**CO 10: INCOME TAX LAW AND PRACTICES**

This course will impart students with basic knowledge regarding:

- Basics of income tax law and working of income tax department.
- Relevant provisions of direct tax and their practical applications.
- Calculation of taxable income under different heads.
- Deductions under the Income Tax Act.

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- Provisions regarding filling of return, powers of income tax authorities, penalties and prosecutions.

**CO 11: MANAGEMENT PRINCIPLES AND APPLICATIONS**

This course will provide students with basic knowledge regarding:

- Need and functions of management.
- Evolution of management thoughts
- Concept and process of planning and organising
- Various motivation theories
- Process of decision making and controlling techniques

**CO 12: BUSINESS MATHEMATICS AND STATISTICS**

In this course student will gain knowledge regarding:

- Basic concepts of mathematics and statistics used in business entities
- Mathematics theories applicable in business
- Role of statistics in policy making and forecasting
- Solving practical problems relating to business mathematics and statistics

**CO 13: BANKING OPERATIONS AND PROCEDURES**

This course will help students to understand about:

- Origin and composition of banking system in India
- Various services and products rendered by banks in India
- Overview of financial system in India
- Various provision of banking ombudsman
- Methods and sources of money laundering

**CO 14: FUNDAMENTALS OF INSURANCE**

In this course, student will be able to get knowledge regarding:

- Need of insurance sector in economic development
- Types of insurance and risk
- Role of bancassurance in Indian scenario.
- Growth and development of insurance sector in India
- Regulatory framework of insurance

**CO 15: MANAGEMENT ACCOUNTING**

From this course students will be able to learn about:

- The managerial aspects of accounting to make effective decisions.
- Various management tools for effective decision making.
- Budgeting for profit planning and control
- Ratio and Break-even analysis for taking corrective measures in business management.

**CO 16: AUDITING PRACTICES**

In this course student will acquire knowledge regarding:

- Origin and various principles governing auditing
- Role of auditor in detection of errors and frauds
- Audit planning and procedure
- Professional ethics and misconduct

**CO 17: INDIAN ECONOMY**

This course will provide students better understanding about:

- Nature and scope of Indian economy
- Growth and problems of major industries

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- Importance of planning for economic development
- Importance and problems of international trade

**PSO III**

- The third-year course curriculum aims to create specialization among the students with regards to their respective chosen disciplines.
- Compulsory seminar on summer training projects and current business issues provides them the apt environment to project their industrial knowledge and skills acquired during their training period.
- Development of entrepreneurial and financial management skills and creating awareness about real life practices including new concepts like GST, corporate governance and social responsibility.

**CO 18: INDIRECT TAXES**

The students will acquire conceptual and theoretical knowledge about:

- Basic of Goods and Services Tax Act and Custom Act.
- Basic of principles and provisions of indirect taxes
- Various provisions regarding input tax credit
- Calculation and payment of GST
- Filing of GST returns, refunds and penalties

**CO 19: FUNDAMENTALS OF ENTREPRENEURSHIP**

This course will enrich the students with various entrepreneurial skills regarding:

- Role of entrepreneur in economic development of India
- Process of conducting the entrepreneurial development programme.
- Idea generation and opportunity assessment
- Project appraisal techniques to avail the opportunities and to become capable to face various challenges of enterprises

**CO 20: E-COMMERCE**

This course will provide students with knowledge about e-commerce regarding:

- Application of b2b, b2c, c2c, b2g technologies and e-governance models
- Fundamental principles of e-commerce and online trading
- EDI in governance and E-governance models to become competent to utilise a variety of tools of e-commerce.

**CO 21: ACCOUNTING THEORY AND FINANCIAL REPORTING**

This course will provide students with the conceptual knowledge of accounting regarding:

- Evolution and development of basic accounting equation
- International financial reporting standards (IFRS)
- Price level accounting and human resources accounting
- Recent trend in corporate reporting and financial reporting framework

**CO 22: PRINCIPLES OF MARKETING**

In this course students will be able to acquire knowledge regarding:

- Application of concepts and techniques in marketing.
- Consumer behaviour regarding marketing
- Marketing mix and its elements
- Importance of green and digital marketing

**CO 23: INDIAN FOREIGN TRADE**

This course will provide the students with basic knowledge about the international trade policies regarding:

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- Role of national level financing institutions
- Financing of foreign trade
- Measures to correct disequilibrium in balance of payment deficits to face the challenges of the dynamic global economy.
- Recent trends in India's foreign trade

**CO 24: SEMINAR ON SUMMER TRAINING**

This course will help the students regarding:

- Creation of skills about knowledge sharing
- Promotion of group discussions
- Enhancement of presentation and communication skills

**CO 25: FINANCIAL MANAGEMENT**

In this course students will be able to learn about:

- Financial theories and analytical tools needed to make good investment decisions.
- Designing optimum capital structure
- Working capital management

**CO 26: CORPORATE GOVERNANCE AND SOCIAL RESPONSIBILITY OF BUSINESS**

From this course students will gain knowledge of corporate governance and corporate social responsibility regarding:

- Corporate governance mechanism
- Corporate governance and business ethics
- Global perspective of corporate governance
- Corporate social responsibility

**CO 27: PRODUCTION AND OPERATIONS MANAGEMENT**

This course will provide students with the basic knowledge of production and operations of management regarding:

- Relationship of Production with other Functional Areas
- Functions and Scope of Production Management
- Materials Management and Quality and Productivity Management

**CO 28: FINANCIAL INSTITUTIONS AND MARKETS**

This course will develop the skills and basic knowledge of students about:

- Role and components of financial system
- Financial regulators in India
- Role of financial institutions in economic development
- Overview of money and capital markets of India

**CO 29: ADVERTISING AND BRAND MANAGEMENT**

This course will impart knowledge to students regarding:

- The role of marketing communication platforms in effective brand management
- Advertising campaign planning and advertising effectiveness
- Role of integrated marketing communication in the marketing programme

**CO 30: INTERNATIONAL BUSINESS ENVIRONMENT**

This course will impart students with basic knowledge of international business environment regarding:

- Globalisation and its growing importance in world economy
- International organizations and arrangements
- Regional economic co-operation
- International business environment

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**CO 31: SEMINAR ON CURRENT BUSINESS ISSUES**

This course will enable students to gain knowledge by sharing ideas and exchanging views regarding:

- Business challenges and opportunities prevailing in the economy
- Critical thinking in the management of technology
- Venture capital and finance of innovation
- International strategic management

# **SCHOOL OF COMMERCE AND MANAGEMENT**

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### **PO 5: B.COM (ACCOUNTING AND FINANCE)**

After completing three years for Bachelors in Commerce (Accounting and Finance) program, students would gain a thorough grounding in the fundamentals of Commerce and Finance. The commerce and finance focused curriculum offers a number of specializations and practical exposures which would equip the student to face the modern day challenges in business world. Students will gain thorough systematic and subject skills within various disciplines of accounting, economics, finance, management of finance, auditing, banking, international finance, project planning, management and marketing.

#### **PSO I**

From this Course the students will gain knowledge regarding:

- Students will gain fundamental knowledge of financial accounting, corporate accounting, business laws and company law.
- It will enable the students to become aware about the drug abuse and environmental issues being faced by the society.

#### **CO I - ENVIRONMENTAL AND ROAD SAFETY AWARENESS:**

This course will equip the students with:

- Environmental Sensitivity and Sustainability which makes student Environment Friendly Citizen.
- The part of Road Safety enables them to respect Road Safety Norms of the Country.

#### **CO II -FINANCIAL ACCOUNTING:**

In this course the students will learn about:

- Conceptual Knowledge of Basis of Accounting.
- Concepts of Partnership Accounting.
- Knowledge of Computerized Accounting.

#### **CO III - BUSINESS LAW:**

In this course students will become proficient in legal environment influencing business and will learn about the various provisions of:

- Indian Contract Act 1872.
- Negotiable Instrument Act 1881.
- Consumer Protection Act 1986.

#### **CO IV -CORPORATE ACCOUNTING:**

In this course the students will gain knowledge regarding:

- The maintenance of Company Accounts as per the provisions of Companies Act, 2013.
- Accounting treatment regarding Amalgamation, Reconstruction.
- Procedure and Accounting of Liquidation of Companies.

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**CO V - BUSINESS ORGANIZATION AND MANAGEMENT:**

In this course the students will learn:

- Fundamental Managerial Concepts, Principles and Theories in relations to Organization.
- Various Managerial and Operational Issues faced by the Managers.

**CO VI - CORPORATE LAW:**

In this course the students will become proficient in:

- Legal provisions of Companies Act, 2013.
- Role of Audit Profession.

**CO VII - DRUG ABUSE:**

From this course students will understand and learn:

- Ill effects and Problem of Drug Abuse.
- Acknowledge various measures for its Prevention and Management.

**PSO II**

From this course the students will gain an insight into:

- Students will learn fundamental knowledge of business and the techniques of managing the business with special focus on Financial Management, Management Accounting, Cost Accounting, Income Tax and Indirect Taxes.
- Enhancing the Language Proficiency of the students.
- Developing the Computer Literacy Skills of the students.
- Application of Statistical Techniques in Business Decision Making.

**CO I - FINANCIAL MANAGEMENT**

In this course the students will learn and understand about:

- Basics of Financial Management.
- Concept of Time Value of Money.
- Various Sources of Finance and Capital Structure Decisions.
- Various Methods of Capital Budgeting and Working Capital Management.

**CO II - COST ACCOUNTING:**

In this course the students will acquire the knowledge regarding:

- Cost Concepts, Cost Accounting and Cost Control.
- Various Elements of Cost- Material, Labour and Overhead.
- Various Kinds of Costing Techniques which are necessary for the Business Organizations.

**CO III -INCOME TAX LAW AND PRACTICES:**

From this course the students will learned about:

- Legal provisions of Income Tax Law, 1961.
- Compute Tax Liability of different types of Assesses.



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- Provisions of TDS, Filing of Returns, Payment of tax, etc.

**CO IV-FUNDAMENTALS OF COMPUTER APPLICATIONS:**

In this course students will become proficient in:

- Fundamentals of Computers.
- MS Word and MS Excel Application in Business.
- Preparing Presentation with the help of MS Power Point.

**CO V – WORKSHOP ON PERSONALITY DEVELOPMENT AND SOFT SKILLS**

From this workshop students will learn about:

- Concept of Self Awareness.
- Management of Personnel Stress.
- Effective Communication and Soft Skills.

**CO VI – MANAGEMENT ACCOUNTING:**

In this course students will gain knowledge of:

- Basics of Management Accounting.
- Analysis of the Financial Statement.
- Preparation of Fund Flow and Cash Flow Statements.
- Preparation of various Budgets and Marginal Costing.

**CO VII – INDIRECT TAX LAWS:**

In this course students will learn about prevailing Indirect Taxes applicable in India:

- Principles of Indirect Taxes.
- Provisions of Goods and Service Tax Act, 2017.
- Provisions Custom Laws.

**CO VIII – FUNDAMENTALS OF STATISTICS:**

From this course students will acquire the knowledge regarding:

- Various Mathematical Theories applicable in Business.
- Various Statistical Concepts of Central Tendency, Dispersions, Index Numbers.

**CO IX – WORKSHOP ON E- ACCOUNTING:**

In this workshop students will acquire the knowledge about:

- Difference between manual and computerized accounting.
- Creation of Company, Accounts Masters and Accounting Vouchers.
- Preparation of Financial Statements by using Tally. ERP 9 Accounting Software.

**CO X – SEMINAR ON BUSINESS ETHICS AND VALUES:**

In this course students will acquire knowledge about:

- Concepts of Corporate Governance Practices.
- Business Ethical Issues faced in Business World.
- Effective Communication and Presentation Skills.

# **SCHOOL OF COMMERCE AND MANAGEMENT**

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### **PSO III**

From this Course the students will gain knowledge regarding:

- Students will gain fundamental knowledge of Contemporary Accounting, Investment Management, Banking and Insurance, Project Management, International finance , Corporate Tax Planning.
- Enabling the students to develop understanding of the various Components of Indian Economy and influence of Public Finance on the business.
- Creating awareness about International Business Practices.

### **CO I – CURRENT ISSUES IN ACCOUNTING:**

From this course students will understand about:

- Basic Concepts of Corporate Financial Accounting
- Recent Reporting Practices of Corporations.
- Harmonization of IFRS with Indian Accounting Standards.
- Understanding the Reporting Problems of MNCs.

### **CO II –FUNDAMENTALS OF INVESTMENT:**

In this course the students will gain a comprehensive understanding of:

- Concept of Saving and Investment.
- Knowledge of Primary and Secondary Markets and their Operations.
- Concept of Risk and Return Analysis.

### **CO III –MONEY AND FINANCIAL INSTITUTIONS:**

From this course students will learn about:

- Concept of Money, Money Supply and Role of Credit Creation by banks.
- Various Interest Rates in India.
- Financial Institutions such as Depository Institutions, Capital Markets.

### **CO IV-ACCOUNTING THEORY:**

In this course the students will gain a comprehensive understanding of:

- Accounting Theories, Approaches and Evolution of Accounting.
- Knowledge about Human Resource Accounting and EVA.
- Price Level Changes in Accounts of Companies.
- Reporting Practices of Corporations.

### **CO V – BANKING AND INSURANCE:**

From this course students will be acquainting with:

- Evolution and the recent Structure of Commercial Banks in India.
- Method of Risk Management.
- Banking Regulations and E-Banking in India.
- Legislative Framework of Insurance in India

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**CO VI – AUDITING AND CORPORATE GOVERNANCE:**

In this course students will learn regarding:

- To understand the concepts and issues in Auditing.
- To familiarize with the knowledge of Emerging trends in the Good Governance practices in the Global and Indian Context.

**CO VII – BUSINESS ECONOMICS:**

In this course students will learn regarding:

- Basic Concepts Micro-Economics for Business Decision Making.
- Consumer Preferences and Indifference Curve Analysis.
- Concept of Revenue and Cost.
- Applications of Production Theory.
- Understanding of various Markets Conditions.

**CO VIII – SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT:**

In this course students will learn regarding:

- Investment Concept, Nature and Scope of Investment Analysis.
- Investment Alternatives for Individuals.
- Concept of Fundamental Analysis.
- Investment Portfolio and Portfolio Performance Evaluation.

**CO IX – PROJECT PLANNING AND CONTROL:**

In this course students will acquire the knowledge regarding:

- Various Concepts of Project Management.
- Methods of Project Appraisal.
- Technique of Resource Allocation.
- Network Techniques specifically PERT and CPM.
- To study the Control System and Preparation of Project Feasibility Report.

**CO X – INDIAN ECONOMY:**

In this course students will gain knowledge about:

- Nature of Indian Economy and its requirements.
- Different Segment of Economy- Agriculture, Manufacturing Industries, and Service Sector.
- Importance of Indian Economic Planning and Foreign Trade.

**CO XI – PUBLIC FINANCE:**

This course will help the students to acquire the knowledge about:

- Concept of Sources of Public Finance and Public Expenditure.
- Effect of Public Debt on Money Supply.
- Principles of Taxation.
- Preparation and Management of Government Budget.

**CO XII– INTERNATIONAL FINANCE:**

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In this course the students will understand and learn about:

- International Monetary System.
- Working of Foreign Exchange Market.
- International Investment and Working Capital Management.
- Techniques of Foreign Exchange Exposure.

**CO XIII – CORPORATE TAX PLANNING**

In this course the students will become familiar with:

- Concept and Practices of Tax Planning.
- Provisions of Tax Planning for New Business.
- Special Tax Provision and Business Reorganization.
- Relationship of Tax Planning and Financial Management Decisions.
- Concept of Double Taxation.

**CO XIV –CHANGE AND STRESS MANAGEMENT:**

In this course students will gain knowledge of:

- Concept, Process and Types of Changes in Business Organization and its Management.
- Stress Management and its Impact on Employees Behavior.

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#### **PO2: BBA**

The B.B.A programme is designed to inculcate professional and managerial expertise and also to bridge the gap between conceptual learning and practical application. The curriculum has been developed around the present scenario of the Indian Business Society. The department provides conducive environment for learning Management and Career oriented subjects, keeping in view the changing trends in education and in market. The course combines subjects in the core Functional areas of management with subjects in emerging areas of management like Business Ethics, Corporate Governance, CSR, Drug Abuse and E-Commerce. In order to develop student's practical skills and personality several workshops, seminars, industrial training have also been inculcated in the curriculum.

#### **PSO-I**

The students will be able to enhance their knowledge in certain important fundamental subjects of management as well as they will study about various social and environmental importance and implications of business.

#### **CO-I: ENVIRONMENTAL AND ROAD SAFETY AWARENESS**

##### **Course Objective**

The objective of this course is to make the students aware regarding environmental issues and create awareness about rules and regulations pertaining to road safety.

##### **Course Learning Outcomes**

After completing the course, the students shall be able to:

**CO1:** Understand their responsibility to work in a sustainable, environmentally friendly way and also increase knowledge and awareness pertaining to road safety.

**CO2:** Understand and address complex environmental issues.

#### **CO-II: FUNDAMENTALS OF MANAGEMENT**

##### **Course Objective**

The objective of the course is to familiarize students with the principles, functions and techniques used to effectively manage business enterprises. It will also help students to know about the contribution made by management thinkers towards the basic principles and functions of management.

##### **Course Learning Outcomes**

After completing the course, the students shall be able to:

**CO1:** Demonstrate basic knowledge of management and organization.

**CO2:** Understand how successful managers effectively and efficiently use these functions and their business resources to achieve organizational objectives.

#### **CO-III: STATISTICS FOR BUSINESS DECISIONS**

##### **Course Objective**

The course will provide with the introduction to the basic concepts of statistics and it will also help the students to gain knowledge of statistical techniques used for business data analysis.

##### **Course Learning Outcomes**

After completing the course, the students shall be able to:

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**CO1:** Understand data description and data presentation in a business environment

**CO2:** Have a basic understanding of probability concepts and probability distributions as an aid to business decision making

**CO3:** Produce appropriate graphical and numerical descriptive statistics for different types of data.

**CO-IV: MANAGERIAL ECONOMICS**

**Course Objective**

The objective of the course is to introduce the economic concepts to the students. Also to familiarize students with the importance of economic approaches and managerial decision making

**Course Learning Outcomes**

After completing the course, the students shall be able to:

**CO1:** Develop the ability to explain core economic terms, concepts, and theories.

**CO2:** Apply economic theories and concepts to contemporary social issues, as well as formulation and analysis of policy.

**CO3:** Recognize the role of ethical values in economic decisions.

**CO-V: BUSINESS ACCOUNTING**

**Course Objective**

The objective of this paper is to help students to acquire conceptual knowledge of the business accounting and to impart skills for recording various kinds of business transactions

**Course Learning Outcomes**

After completing the course, the students shall be able to:

**CO1:** Define bookkeeping and accounting

**CO2:** Explain the general purposes and functions of accounting

**CO3:** Describe the main elements of financial accounting information – assets, liabilities, revenue and expenses

**CO-VI: BUSINESS ETHICS, GOVERNANCE AND CORPORATE SOCIAL RESPONSIBILITIES**

**Course Objective**

The objective of the course is to inculcate among students' workplace values and ethics and to make them aware about the corporate social responsibility of business organisation.

**Course Learning Outcomes**

After completing the course, the students shall be able to:

**CO1:** Understand ethical implications of business policies and decisions

**CO2:** Make informed, practical judgments based upon knowledge of sound ethical principles and motivations

**CO3:** Analyse various ethical codes in corporate governance

**PSO II**

The students will be able to understand different business problems using analytical and creative thinking and solve the problems in ethical manner. The students will engage in learning writing skills and business correspondence. It will help the students to implement functional and general management skills in real time.

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#### **CO-VII ORGANIZATIONAL BEHAVIOUR**

##### **Course Objective**

The objective of the course is to equip the students with the ability to analyze, interpret and apply the basic concepts of Organisational Behavior in organization.

##### **Course Learning Outcomes**

After completing the course, the students shall be able to:

**CO 1:** Understand Organisational Behaviour concepts and determinants

**CO 2:** Categorize Personality and values associated.

**CO 3:** Understand and use motivation and leadership theories appropriately

#### **CO-VIII PRINCIPLES OF MARKETING MANAGEMENT**

##### **Course Objective**

The objective of this course is to develop the ability in the students to define and analyze the marketing problems through the formulation of marketing objectives, policies, programmes and strategies.

##### **Course Learning Outcomes**

After completing the course, the students shall be able to:

**CO 1:** Understand the Branding Decisions, Image, Identity, Personality to positioning the Brand.

**CO 2:** Illustrate product, product mix and production life cycle for developing marketing skills.

**CO 3:** Know the importance of buyer behavior and market segmentation.

#### **CO-IX PRODUCTION AND OPERATIONS MANAGEMENT**

##### **Course Objective**

This course emphasizes the concepts and practices of managing production and operations in contemporary organizations. This course provides an introduction to the field of production and operations management. It is designed to highlight the practical and applied techniques which can improve the organization's quality and productivity.

##### **Course Learning Outcomes**

After completing the course, the students shall be able to:

**CO 1:** Illustrate various types of industries and various methods used in production.

**CO 2:** Demonstrate an understanding of importance of operations management and difference between operations and production management.

**CO 3:** Understand various methods of materials management.

**CO 4:** To know about quality and total quality management.

#### **CO-X BUSINESS RESEARCH METHODOLOGY**

##### **Course Objective**

The objective of the course is to familiarize the students to identify correct statistical tools to solve problem in hand. Students will be able to convert business problems into research problem and design research accordingly.

##### **Course Learning Outcomes**

After completing the course, the students shall be able to:

**CO 1:** Understand research design and scaling methods.

**CO 2:** Understand and application of various methods of data analysis.

**CO 3:** Illustrate about various types of data and methods for collecting data.

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#### **CO-XI SEMINAR ON ENTERPRENURSHIP**

##### **Course Objective**

The seminar helps the student to define who is an Entrepreneur and what his or her characteristic features are, what skills made them successful and what qualities are required to become an Entrepreneur. Students should be able to explain the various issues involved in starting a venture, apply the growth strategies and scaling up the venture and also how to launch a product

##### **Course Learning Outcomes**

After completing the course, the students shall be able to:

**CO 1:** Understand the Government's role in encouraging and supporting Entrepreneurship through various services including EDP training programs.

**CO 2:** Get equipped to start a venture, monitor and evaluate it.

**CO 3:** Understand the contribution of commercial banks in promoting and servicing small business.

#### **CO-XII HUMAN RESOURCE MANAGEMENT**

##### **Course Objective**

Upon completion, the student should be able to indicate and explain various human resource management interventions that may be required when dealing with the work environment, people, and problems.

##### **Course Learning Outcomes**

After completing the course, the students shall be able to:

**CO 1:** Demonstrate an understanding of Human Resources and varied applications.

**CO 2:** Explore Recruitment methods and arrive at best fits.

**CO 3 :** Analyze the training needs and effectively use an appropriate technique.

**CO 4:** Understand the Methods and Techniques of Performance Appraisal.

#### **CO-XIII FINANCIAL MANAGEMENT**

##### **Course Objective**

The objective of the course is to help the students to show analytical skills in short term and long-term decision making. Students will be able develop an attitude to focus on financial statement users, their information needs, and how financial statement analysis addresses those needs.

##### **Course Learning Outcomes**

After completing the course, the students shall be able to:

**CO 1:** Comprehend the Financial Management background and its scope and objectives.

**CO 2:** Understand the Dividend policies.

**CO 3:** Recognize the working of cost of capital.

**CO 4:** understand importance of risk within context of financial decision making.

#### **CO-XIV ORGANIZATION DEVELOPMENT AND CHANGE**

##### **Course Objective**

The objective of course is to make the students familiar with number of organizational issues including, the need for change, why organizations change or fail to change, the legal and regulatory issues associated with change, and how change helps organizations become more competitive and profitable.



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#### **Course Learning Outcomes**

After completing the course, the students shall be able to:

**CO 1:** Understand the importance of environment and its impact on organization.

**CO 2:** Develop a basic understanding and fundamental knowledge of the models and theories of change management.

**CO 3:** Learn how to apply some of the key concepts and tools organizational development and change leadership and management.

#### **CO-XV-COMMERCE**

##### **Course Objective**

This course focuses on principles of e-commerce from a business perspective, providing an overview of business and technology topics, business models, virtual value chains and social innovation and marketing strategies. In addition, some of the major issues associated with e-commerce—security, privacy, intellectual property rights, authentication, encryption, acceptable use policies, and legal liabilities—will be explored

##### **Course Learning Outcomes**

After completing the course, the students shall be able to:

**CO1:** Understand the basic concepts and technologies used in the field of management information systems.

**CO 2:** Have the knowledge of the different types of management information systems.

**CO 3:** Implementation and evaluation various online platforms for business analysis.

**CO 4:** Understand the technical fundamentals required for E-Commerce.

#### **CO-XVI BUSINESS ENVIRONMENT**

##### **Course Objective**

The course will prepare future entrepreneurs to plan, launch and grow a business venture within the context of their local and national social, political, legal cultural and economic environment.

##### **Course Learning Outcomes**

After completing the course, the students shall be able to:

**CO1:** Analyse the environment of a business from legal and regulatory, macroeconomic, cultural, political and natural perspectives.

**CO 2:** Construct and present scenarios that synthesize business environment information.

**CO 3:** Conduct an in-depth analysis of specific component of the business environment.

**CO 4:** Understand how an entity operates in different business environment.

#### **PSO-III**

The students will gain practical knowledge of business processes through industrial training. They will also sharpen their skills in the specialized fields of their choice.

#### **CO-XVII: INDUSTRIAL TRAINING**

##### **Course Objective**

The objective of the training is to give first-hand knowledge of business practices being used in present business scenario by working as intern in the different spectrum of firms.

##### **Course Learning Outcomes**

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After completing the course, the students shall be able to:

**CO1:** Develop their ability, competence and interpersonal skills.

**CO2:** Integrate classroom theory with workplace practice

**CO3:** Gain understanding of administrative functions and company culture

#### **CO-XVIII INDUSTRIAL PROJECT REPORT**

##### **Course Objective**

The objective of this course is to expose students to real work environment experience and gain knowledge in writing report in technical works/projects.

##### **Course Learning Outcomes**

After completing the course, the students shall be able to:

**CO1:** Write formatted report explaining the work in industrial training and describing the experience.

**CO2:** Display a capacity for critical reasoning and independent learning

#### **CO-XIX: RETAIL MANAGEMENT**

##### **Course Objective**

The objective of this course is to provide an in-depth understanding of retail marketing, building sustainable relationship, buyer behaviour, SCM and store maintenance and inventory management.

##### **Course Learning Outcomes**

After completing the course, the students shall be able to:

**CO1:** Evaluate current retailing trends based on consumer, legal and competitive environments.

**CO2:** Identify various retail opportunities and evaluate the strategies associated with each type of opportunity.

**CO3 :** Distinguish and characterize the factors and management tools that retailers consider and use when developing their merchandise mix.

#### **CO-XX: BUSINESS LAW**

##### **Course Objective**

The objective of the course is to enlighten the students about the elements of general legal aspects of business and also understand contracts in various businesses and professions.

##### **Course Learning Outcomes**

After completing the course, the students shall be able to:

**CO1:** Demonstrate an understanding of the Legal Environment of Business.

**CO2:** Apply basic legal knowledge to business transactions.

**CO3:** Communicate effectively using standard business and legal terminology.

#### **CO-XXI: ADVERTISING AND SALES MANAGEMENT**

##### **Course Objective**

The objective of the course is to make students familiar with the role played by sales promotion and communication in advertising and promotional activities.

##### **Course Learning Outcomes**

After completing the course, the students shall be able to:

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**CO1:** Identify the elements of the communication process between buyers and sellers in business.

**CO2:** Identify and make decisions regarding the most feasible advertising appeal and media mix.

**CO-XXII: MANAGING INDUSTRIAL RELATIONS**

**Course Objective**

The objective of the course is to enable the students to understand the concept of Industrial relations and Industrial Conflict. To understand the concept of Collective Bargaining, Trade Unions and how to handle grievances.

**Course Learning Outcomes**

After completing the course, the students shall be able to:

**CO1:** Develop an understanding of industrial relations institutions such as employer associations, trade unions and industrial tribunals; principles of employment law; practical skills in negotiation, advocacy and workplace bargaining;

**CO2:** Understand occupational health and safety; an awareness of Indian labour history;

**CO-XXIII: FINANCIAL INSTRUMENTS AND SERVICES**

**Course Objective**

The objective of the course is to make students familiar with various financial and money market instruments. It also includes understanding and importance of various financial services in India.

**Course Learning Outcomes**

After completing the course, the students shall be able to:

**CO1:** Understand the role and function of the financial system in reference to the macro economy.

**CO2:** Demonstrate an awareness of the current structure and regulation of the Indian financial services sector.

**CO3:** Evaluate and create strategies to promote financial products and services.

**CO-XXIV: BRAND AND PRODUCT MANAGEMENT**

**Course Objective**

The objective of the course is to give a basic understanding on Branding of products and various strategies used to develop and manage products throughout product life cycle.

**Course Learning Outcomes**

After completing the course, the students shall be able to:

**CO1:** Apply the fundamental concepts of product and brand development and management.

**CO2:** Identify, discuss and indicate variables that drive the success of brands and product lines and the interrelationships among these variables

**CO3:** Apply an understanding of the product manager's role in product pricing, sales, and promotion.

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#### **CO-XXV: TRAINING AND DEVELOPMENT**

##### **Course Objective**

The objective of the course is to impart knowledge of training and development techniques prevalent in business. To study the importance and implications of management development programmes.

##### **Course Learning Outcomes**

After completing the course, the students shall be able to:

**CO1:** Explain the role of training and development in human resources management.

**CO2:** Analyse the training needs of an organization.

**CO3:** Assess, design, access and implement various methods, techniques and sources of training.

#### **CO-XXVI: STOCK MARKET OPERATIONS**

##### **Course Objective**

The objective of the course is to provide in-depth knowledge of Indian stock market and rules and regulations of SEBI. The course consists of Trading Mechanisms, Depository Operations and basics of future market operations.

##### **Course Learning Outcomes**

After completing the course, the students shall be able to:

**CO1:** Explain the concept of Investment and discuss the investment process.

**CO2:** Discuss securities market and financial system and elaborate regulatory framework

**CO3:** Explain structure of stock market in India and different types of investment risk.