

SCHOOL OF COMMERCE AND MANAGEMENT

Masters of Commerce Session 2022-23 & 2023-24

PROGRAM EDUCATIONAL OBJECTIVES (PEOS)

- Graduate students will be able to pursue career in teaching and for advanced studies.
- Understand commerce in multifunctional areas like Banking and Finance, Auditing and taxation.
- Be recognized for quantitative, qualitative, cognitive and analytical skills to identify, analyze, design and create business opportunities in a dynamic environment
- Contribute to the creation, transmission and application of knowledge in the field of Commerce and other related fields adapting to a rapidly changing environment.
- Acquire in-depth knowledge of Commerce discipline, including wider and global perspectives, with an ability to discriminate, evaluate, analyze and synthesize existing and new knowledge, and integration of the same for enhancement of knowledge.

PROGRAM OUTCOMES (PO) PG

- M.Com is a career oriented professional programme 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 skills regarding research in Commerce and Management.

PROGRAM SPECIFIC OBJECTIVES (PSO)

From this course the students will gain knowledge regarding:

- The business and the techniques of managing the business with special focus on Business Management, Financial Management and Business Economics.
- The presentation and communication skills through Seminars and Workshops
- The computer literacy and its applicability in Business.
- The awareness in application oriented research by using statistical techniques in Business Decisions.

Semester-I

MCOM 101: BUSINESS MANAGEMENT

Course Objective: The objective of this paper is to familiarize the students with the management concepts and techniques in business organizations.

Course Learning Outcomes:

After completion of this course the students shall be able to:

CO1: Understand the concept, evolution and functions of business management

CO2: Assess the application of management theories in real life decision making

CO3: Analyze the significance of management process

CO4: Gain the conceptual knowledge regarding planning, organizing, staffing and directing

CO5: Analyze various motivation theories to augment leadership qualities.

MCOM 102: CORPORATE FINANCIAL ACCOUNTING

Course Objective: This paper will enable the students to identify and analyze the developments of contemporary and emerging accounting issues.

Course Learning Outcomes:

After completion of this course the students shall be able to:

CO1: Develop understanding about the concepts of corporate financial accounting

CO2: Compare the importance of Generally Accepted Accounting Principles in relation to IFRS

CO3: Describe the main elements of Price level changes and forensic accounting in accounts of companies

CO4: Understand the Reporting practices of corporations in meeting the needs of Users

CO5: Describe the current environmental and social issues and associated problems in company accounts

MCOM 103: BUSINESS ECONOMICS

Course Objective: The main objective of this paper is to understand the basic economic principles essential for making business decisions in today's global economy.

Course Learning Outcomes:

After completion of this course the students shall be able to:

CO1: Discuss the relationship of business and economics

CO2: Analyze the economic functionality from micro level

CO3: Observe the operations of markets under varying competitive conditions and prices

CO4: Gain knowledge regarding core economic terms, theories, laws and principles.

CO5: Apply economic theories and principles to provide solution to a number of real-life business issues.

MCOM 104: FINANCIAL MANAGEMENT

Course Objective: The main aim of this paper is to equip participants with requisite financial skills required for the solution of managerial problems.

Course Learning Outcomes:

After completion of this course the students shall be able to:

CO1: Understand the core concepts and techniques in financial management

CO2: Understand how corporations make important investment and financing decisions

CO3: Ability to allocate funds to the most attractive investment opportunities

CO4: Analysis of working capital needs of the company

CO5: Understand the process of a determining firm's optimal cash payout policy

MCOM105: WORKSHOP ON COMPUTER APPLICATIONS IN BUSINESS

Course Objective: To provide students with the basic computer knowledge and skills required to obtain an understanding of computer hardware, software, networks.

Course Learning Outcomes:

After completion of this course the students shall be able to:

CO1: Gain knowledge regarding fundamentals of computer

CO2: Understand the working of memory system and MS windows

CO3: Learn e-commerce application with help of internet

CO4: Develop and sharpen understanding regarding MS word and MS excel application in business

CO5: Establish an understanding and perspective regarding preparation and presentation with the help of MS power point

MCOM106: SEMINAR ON CURRENT BUSINESS ISSUES

Course Objective: To enhance student's knowledge by exploring various current issues related to business environment and also to enhance their presentation skills on respective theme.

Course Learning Outcomes: After completion of this course the students shall be able to:

CO1: Learn and understand the factors behind the success stories of various organizations

CO2: Understand the trends of changing scenario of business world

CO3: Explore the latest technologies in business

CO4: Critically examine various scams in corporations

CO5: Gain lifelong learning about the better ways to manage the business

CO6: Face various business challenges by learning through current business issues.

SEMESTER-II

MCOM201: ACCOUNTING FOR MANAGERIAL DECISIONS

Course Objective: To impart knowledge and skills considered essential for managers to operate successfully in the dynamic world. To imbibe the student with fundamental understanding of managerial accounting and how it assists an organization's management team in the overall management process.

Course Learning Outcomes: After completion of this course the students shall be able to:

CO1: Understand the managerial aspects of accounting to make effective decisions

CO2: Analyze financial statements, fund flow and cash flow statements

CO3: Illustrate various management tools for effective decision making.

CO4: Determine budgeting for profit planning and control for analytical reasoning

CO5: learn ratio and break-even analysis for taking corrective measures in business management for problem solving.

MCOM202: FINANCIAL INSTITUTIONS AND MARKETS

Course Objective: To analyze the role of a financial system in the development of an economy by understanding various constituents of a country's financial system and debate on whether and how each of these constituents should work together to have the right influence on the economy.

Course Learning Outcomes: After completion of this course the students shall be able to:

CO1: Understand the components and structure of financial system in India

CO2: Gain Knowledge regarding financial regulators in India

CO3: Learn workings of stock exchange as well as money and capital markets of India

CO4: Analyse role of financial institutions in economic development

CO5: Research and analyze specific problems or issues related to financial markets and institutions.

MCOM 203: RESEARCH METHODOLOGY AND STATISTICAL TECHNIQUES

Course Objective: The general objective of this paper is to introduce students to methods of research. To introduce students to many of the technical aspects of how to do empirical research using some of the main data collection and analysis techniques.

Course Learning Outcomes: After completion of this course the students shall be able to:

CO1: Gain knowledge regarding basis of Research and Statistics

CO2: Understand the methods of data collection, analysis and interpretation

CO3: Apply critical thinking and scientific approaches to formulate research problems.

CO4: Devise and identify research design approaches, methods to address specific research question

CO5: Understand relevant statistical software in order to apply parametric and non-parametric test to analyze data and draw inferences.

MCOM 204: BUSINESS ENVIRONMENT

Course Objective: To study the Business Environment that can provide all the information needed for taking good business decisions and scan businesses through Business Environment

Course Learning Outcomes: After completion of this course the students shall be able to:

CO1: Understand the various environment factors

CO2: Interpret and apply techniques of environment scanning

CO3: Analyse the different types of environment

CO4: Develop an understanding about international business environment

CO5: Understand about FDI and working of MNCs

MCOM 205: WORKSHOP ON RESEARCH METHODOLOGY

Course Objective: This course aims to impart practical knowledge regarding Data Analysis and Interpretation using Software Packages (Microsoft Excel and SPSS). This course will also make the students able to use these Software Packages in Business, Industry, Education and health sectors.

Course Learning Outcomes: After completion of this course the students shall be able to:

CO1: Learn the practical application and use of the science of statistics to make better business decisions.

CO2: Analysis techniques, which aid modern managers to take wiser and surer decisions, within a competitive environment.

CO3: Outline the significance of research methodology and Analyses the Problems in conducting research

CO4: Collect and tabulate required primary and secondary data using Software Packages for analysis purpose

CO5: Describe and Interpret Basic Descriptive Statistics.

MCOM 206: SEMINAR ON CORPORATE GOVERNANCE AND BUSINESS ETHICS

Course Objective: To provide knowledge sharing platform for students about Corporate Governance and Business Ethics and also to enhance their presentation skills on respective theme.

Course Learning Outcomes:

After completion of this course the students shall be able to:

CO1: Understand the things directors need to know to provide good governance

CO2: Learn to appreciate the value both shareholder and other stakeholders' rights and responsibilities

CO3: Identify ethics issues in business involving integrity, objectivity, and independence.

CO4: Recognize different ethical issues with the help of case studies

CO5: Ability to implement best practices on corporate governance

Basic Accounting and Tally Prime

Course Objective: The student will be able to acquire conceptual knowledge of principles and theory of the financial accounting and develop skills for recording various kinds of business transactions with the help of accounting software.

Course Learning Outcomes: After this course, the students shall be able to:

CO1: Understand the meaning and identify the scope and utility of accounting in an information system.

CO2: Comprehend various accounting principles and their implications while accounting.

CO3: Apply critical thinking and develop computing skills while handling problems in financial accounting.

CO4: Gain knowledge regarding the concept of computerised accounting and its development

CO5: Enhance their practical knowledge regarding preparation of books of accounts with the help of Prime software and learn to Generate and Print results in the form of accounting reports and statements

SEMESTER-III

MCOM 301: STRATEGIC COST MANAGEMENT

Course Objective: The objective of this course is to provide students the adequate knowledge of modern cost management techniques and to enable them apply these techniques for managing a profitable and competitive enterprise.

Course Learning Outcomes: After completion of this course the students shall be able to:

CO1: Develop conceptual knowledge of strategic cost management and methods.

CO2: Learn the application skills regarding strategic and contemporary cost management.

CO3: Gain familiarity regarding implementation of contemporary cost management and its uses.

CO4: Understand the key concept of Kaizen costing and Procedure for Implementation.

CO5: Acquaint themselves about the process of cost management and performance evaluation

MCOM 302: CORPORATE LEGAL FRAMEWORK

Course Objective: To acquire knowledge and develop understanding of the regulatory framework of companies with reference to various provisions of the Companies Act, 2013 and other corporate laws.

Course Learning Outcomes

After completion of this course the students shall be able to:

CO1: Gain knowledge regarding detailed provisions of Companies Act 2013.

CO2: Familiarise themselves with the moral and ethical awareness regarding provisions of Consumer Protection Act

CO3: Develop lifelong learning and professional skills related to SEBI

CO4: Acquire research related skills regarding corporate laws with the help of case study

CO5: Understand the disciplinary knowledge about the Competition Act 2002, FEMA act 1999 and Information technology act 2000

MCOM 303: DIRECT TAX LAWS

Course Objective: To familiarize and update the students with the basic principles of taxation, Structure of Indian Taxation System and provisions of Direct Tax.

Course Learning Outcomes: After completion of this course the students shall be able to:

CO1: Understand the basics of income tax law and working methodology of income tax department.

CO2: Comprehend relevant provisions of direct tax and their practical applications.

CO3: Compute the taxable income under different heads.

CO4: Apply the provisions regarding set of and carry forward of losses

CO5: File income tax returns and gain practical knowledge regarding powers of income tax authorities, Penalties and prosecutions.

MCOM 304: E-BUSINESS

Course Objective: The course aims to enable students to know the mechanism for conducting business through electronic means.

Course Learning Outcomes

After completion of this course the students shall be able to:

CO1: Understand the concept of E-business and its various aspects.

CO2: Acquire application skills of designing a website for e-business.

CO3: Gain familiarity about e-commerce activities and its applications.

CO4: Comprehend with digital literacy about various payment gateway options.

CO5: Assess the security issues and enrich with the decision-making skills to implement the measures of E-business.

GROUP-I: ACCOUNTING & MANAGEMENT

MCOM 306-A: MANAGEMENT INFORMATION AND CONTROL SYSTEM

Course Objective: To familiarize the students with the knowledge of emerging trends in good governance practices in the global and Indian context.

Course Learning Outcomes

After completion of this course the students shall be able to:

CO1: Acquire critical thinking about the key concepts of management information system.

CO2: Learn the application skill of information system security and control.

CO3: Enhance their knowledge regarding ethical issues and analyse the social impact of information System on character building.

CO4: Understand the significance of goal congruence.

CO5: Develop analytical reasoning of responsibility centres and investment centres.

GROUP-I: ACCOUNTING & MANAGEMENT

MCOM 306-B: SEMINAR BASED ON CASE STUDIES (CORPORATE GOVERNANCE)

Course Objective: To gain deeper understanding and knowledge of corporate governance issues by exploring various case studies and also to enhance their presentation skills on respective case studies

Course Learning Outcomes

After completion of this course the students shall be able to:

CO1: Develop reflective thinking regarding working process and significance of corporate governance.

CO2: Enhance skills related to principles of corporate governance.

CO3: Develop critical thinking regarding consequences of scams happening in corporate world.

CO4: Acquire skills for enhancing value for life and character building through business ethics.

CO5: Gain lifelong knowledge regarding presentation and communication skills.

GROUP-II: FINANCE

MCOM 307-A: MANAGEMENT OF FINANCIAL SERVICES

Course Objective: To enable the students to appreciate and understand the concepts, mechanism and utility of different financial services.

Course Learning Outcomes

After completion of this course the students shall be able to:

CO1: Gain disciplinary knowledge about the financial services.

CO2: Develop professional and application skills regarding merchant banking.

CO3: Examine the concept of venture capital, leasing services and credit rating system in India.

CO4: Analyse the performance of mutual funds in India.

CO5: Acquaint themselves regarding digital literacy and present scenario of plastic money in India.

GROUP-II: FINANCE

MCOM 307-B: SEMINAR BASED ON CURRENT FINANCIAL ISSUES

Course Objective: To appraise the students regarding knowledge sharing, discussing ideas and exchanging views by exploring various current financial issues prevailing in financial environment and to enhance their presentation skills.

Course Learning Outcomes

After completion of this course the students shall be able to:

CO1: Examine the current financial scenario prevailing in the country and analyse its effects.

CO2: Acquire skills for enhancing value for life and character building through financial ethics.

CO3: Develop analytical reasoning regarding various sectors of economy.

CO4: Gain lifelong knowledge regarding presentation and communication skills.

GROUP-III: MARKETING

MCOM 308-A: MARKETING MANAGEMENT

Course Objective: To familiarize the students with the basic concepts and principles of marketing and to develop their conceptual and analytical skills to be able to manage marketing operations of a business firm.

Course Learning Outcomes: After completing the course, the learners shall be able to:

CO1: Understand fundamental marketing concepts and analyse marketing environment.

- CO2: Identify and describe the major basis of market segmentation, Targeting and Positioning.
- CO3: Analyse the process of marketing decisions involving product development, product price, place and promotion.
- CO4: Examine the process of product distribution and its role in creating communication value for customers.
- CO5: Gain knowledge regarding various developments in marketing area that may govern ethical and legal issues related to marketing.

GROUP-III: MARKETING

MCOM 308-B: SEMINAR BASED ON MARKETING FOR RESULTS

Course Objective: The seminar will focus on developing a marketing strategy, establish a sustainable competitive position in the business scenario, learn to communicate effectively on business matters related to marketing field and it will further develop an invaluable peer-to-peer learning experience.

Course Learning Outcomes

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

- CO1: Develop analytical reasoning regarding marketing for results.
- CO2: Develop self-directed learning about the functioning of a business.
- CO3: Enhance application skills of digital marketing and customer relationship management.
- CO4: Gain information about search engine marketing.
- CO5: Gain lifelong knowledge regarding presentation, marketing and communication skills.

GROUP-IV: HUMAN RESOURCE MANAGEMENT

MCOM 309-A: HUMAN RESOURCE MANAGEMENT

Course Objective: The objective of the course is to make student aware of the concepts, techniques and practices of human resource management and understand the applicability of these principles and techniques in an organization for managing human resource.

Course Learning Outcomes

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

- CO1: Gain basic disciplinary knowledge of human resources management.
- CO2: Develop analytical reasoning of human resources planning.
- CO3: Implement the moral and ethical reasoning in Human Resource Procurement.
- CO4: Examine the use of performance appraisal process.
- CO5: Deal with the problem-solving skills related to dynamics of industrial relations.

GROUP-IV: HUMAN RESOURCE MANAGEMENT

MCOM 309-B: SEMINAR BASED ON DEVELOPING HUMAN CAPITAL

Course objective: The seminar will enhance the practical aspects of developing human capital with the help of case studies, role play & 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 learners shall be able to:

- CO1: Understand the practical aspects of human resource management
- CO2: Describe the essentials of work life balance and character building.
- CO3: Gain familiarity about employee welfare programmes.
- CO4: Comprehend the importance of role of counseling & mentoring.
- CO5: Gain lifelong knowledge regarding presentation and communication skills.

GROUP-V: ENTREPRENEURSHIP

MCOM 310-A: ENTREPRENEURSHIP DEVELOPMENT

Course Objective: The course aims to equip the learners to entrepreneurship so that they are inspired to look at entrepreneurship as a viable, lucrative, and preferred option of professional life.

Course Learning Outcomes:

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

- CO1: Discern distinct entrepreneurial traits.
- CO2: Identify the reflective thinking to assess opportunities and constraints for new business.
- CO3: Develop a business idea by adopting systematic process.
- CO4: Design strategies for successful implementation of ideas.
- CO5: Develop decision making skill regarding creating a business plan.

GROUP-V: ENTREPRENEURSHIP
MCOM 310-B: SEMINAR BASED ON CREATIVITY, INNOVATION AND
ENTREPRENEURSHIP

Course Objective: The objective of the seminar is to develop a creative mindset, learn & apply a wide range of creativity techniques, apply creativity & innovation in a business context & understand how innovation is the key to success.

Course Learning Outcomes: After completing the course, the learners shall be able to:

CO1: Develop creative, innovative and entrepreneurial ideas with their application skills.

CO2: Build successful entrepreneurship through examining various case studies.

CO3: Face the challenges associated with entrepreneurship.

CO4: Mitigate and manage various challenges in the field entrepreneurship.

CO5: Gain lifelong knowledge regarding presentation, creative, innovative and entrepreneurial skills.

SEMESTER-IV

MCOM 401: ADVANCED INDIRECT TAXES

Course Objective: This course aims to enable the students to understand the concept, utility and mechanism of Goods & Service Tax (GST) applicable in India along with the basics of International Taxation.

Course Learning Outcomes

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

CO1: Examine the tax structure in India and in other countries.

CO2: Gain detailed information and digital literacy about the provisions of GST Act.

CO3: Describe the procedure of Imports and Exports under GST.

CO4: Identify the provisions regarding international taxation.

CO5: Analyse taxation of business process outsourcing units in India.

MCOM 402: FUNDAMENTALS OF INVESTMENT

Course Objective: To equip the students with advanced analytical tools, models and financial theory necessary for making sound investment decisions and optimum portfolio choice as well as understanding the paradigms by which financial securities are valued.

Course Learning Outcomes

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

CO1: Understand the concept, nature and scope of investment and portfolio management.

CO2: Critical evaluate the investment alternatives for individuals.

CO3: Gain conceptual knowledge and develop analytical reasoning regarding fundamental analysis.

CO4: Examine the investment portfolio and understand about portfolio performance evaluation.

CO5: Develop decision making skills for investing in profitable financial derivatives.

MCOM 403: BANKING AND INSURANCE SERVICES

Course Objective: To equip the students with advanced analytical tools, models and financial theory necessary for making sound investment decisions and optimum portfolio choice as well as understanding the paradigms by which financial securities are valued.

Course Learning Outcomes

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

CO1: Gain knowledge regarding evolution and banking system in India.

CO2: Develop analytical reasoning regarding risk management.

CO3: Comprehend banking regulations and e-banking system in India.

CO4: Examine the legislative insurance framework of India.

CO5: Understand the concept of reinsurance and bancassurance in India.

MCOM 404: CORPORATE TAX PLANNING

Course Objective: To familiarize the student with latest provisions of the Indian Corporate tax laws and related judicial pronouncements having implications for corporate tax planning.

Course Learning Outcomes

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

CO1: Understand current tax planning and tax management practices.

CO2: Examine the provisions of tax planning for corporate sector.

CO3: Gain information about the special tax provisions regarding business reorganization.

CO4: Develop decision making skills regarding tax planning and financial management.

CO5: Examine the provisions for relief in respect of double taxation.

MCOM 405: MAJOR PROJECT ON ELECTIVE PAPER

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.

- I) Accounting and Management Specialization: The following topics will give a clear insight into the current accounting and management issues.
 -) CA Firms and Corporations
 -) Automation in accounting and cloud accounting
 -) Accounting information systems and Cyber security
 -) Taxation
 -) Accounting ethics
 -) Agriculture accounting
- II) Financial Specialisation: The following topics will give a clear insight into the current financial issues.
 -) Banking and Insurance
 -) Taxation
 -) Financial and accounting ethics
 -) Stock markets
 -) CSR reporting and Corporate Governance
 -) Mergers and Acquisitions
- III) Marketing Specialisation: The following topics will give a clear insight into the current Marketing issues.
 -) NGO's
 -) Retail marketing
 -) Political marketing
 -) Green marketing
 -) Consumer behaviour
 -) Digital marketing and Social media marketing
 -) Rural Marketing and Social Marketing
- IV) Human Resource Management Specialisation: The following topics will give a clear insight into the current HR issues.
 -) Banking and Insurance
 -) Retailing
 -) NGO's
 -) Employment exchanges
 -) Health care sector
 -) Tourism
 -) Big corporate houses
- V) Entrepreneurial Specialisation: The following topics will give a clear insight into the current entrepreneurial issues.
 -) Business From Home or Work from home
 -) Globalized Business.
 -) Mobile Commerce.
 -) Social Commerce.
 -) Green businesses

GROUP-I: ACCOUNTING & MANAGEMENT

MCOM 407-A: PROJECT MANAGEMENT

Course Objective: To familiarize the students with the knowledge to undertake feasibility study of industrial projects, appraise the projects from private, commercial as well as `social angles, and prepare detailed project reports.

Course Learning Outcomes: After completing the course, the learners shall be able to:

CO1: Gain the conceptual and practical knowledge of project management.

CO2: Critically evaluate the methods of project appraisal.

- CO3: Understand the techniques of resource allocation.
- CO4: Learn the professional skills related to Project Design and Network analysis.
- CO5: Gain experiential learning by performing the assigned tasks.

GROUP-I: ACCOUNTING & MANAGEMENT

MCOM 407-B: WORKSHOP BASED ON PROJECT DEVELOPMENT

Course Objectives: The course aims to make students able to create and manage a project through Microsoft Project 2019.

Course Learning Outcomes

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

- CO1: Develop project planning and project handling skills.
- CO2: Apply the applications of contemporary project management principles in real life situations.
- CO3: Face the challenges associated with modern project development.
- CO4: Mitigate and Manage various challenges in project development.
- CO5: Develop the technical writing skills for making projects.

GROUP-II: FINANCE

MCOM 408-A: INTERNATIONAL FINANCE

Objective: The objective of this paper is to equip the students with an understanding of the financial management issues faced in business firms dealing in international business, its evolution and growing importance of international finance as well as challenges thrown up by increasing globalization of finance.

Course Learning Outcomes: After completing the course, the learners shall be able to:

- CO1: Gain the knowledge regarding concept and foundation of international finance.
- CO2: Enhance disciplinary knowledge about the international monetary system.
- CO3: Develop professional skills required in the working of foreign exchange market.
- CO4: Examine the international investment and working capital management system.
- CO5: Develop analytical reasoning about the techniques of foreign exchange exposure.

GROUP-II: FINANCE

MCOM 408-B: WORKSHOP BASED ON INTERNATIONAL REPORTING STANDARDS

Course Objective: This workshop will provide knowledge sharing platform for students regarding globally accepted accounting standards. They not only learn the concept but also gain insight into practical implementation of international financial reporting standards.

Course Learning Outcomes: After completing the course, the learners shall be able to:

- CO1: Gain knowledge about the preparation and publication of financial statements.
- CO2: Understand the international reporting standards.
- CO3: Learn the importance of single set of high quality, global accounting standards.
- CO4: Develop skills involved in group discussions, learn impressive presentation and communication.

GROUP III: MARKETING

MCOM 409-A: DIGITAL MARKETING

Course Objective: The course aims to provide knowledge about the concepts, tools, techniques, and relevance of digital marketing in the present changing scenario. It also enables the learners to learn the application of digital marketing tools and acquaint about the ethical and legal aspects involved therein.

Course Learning Outcomes: After completing the course, the learners shall be able to:

- CO1: Identify and assess the impact of digital technology in transforming the business environment and also the customer journey.
- CO2: Explain the way marketers think, conceptualize, test continuously to optimize their product search on digital platforms.
- CO3: Illustrate the measurement of effectiveness of a digital marketing campaign.
- CO4: Examine the importance of artificial intelligence in digital marketing.
- CO5: Demonstrate their skills in digital marketing tools such as SEO, Social media, and Blogging for Engaging the digital generation.
- CO6: Explain the need for regulatory framework for digital marketing in India.

GROUP III: MARKETING

MCOM 409-B: WORKSHOP BASED ON DIGITAL MARKETING

Course Objective: This workshop aims to make students more effective in developing and executing digital marketing strategies.

Course Learning Outcomes: After completing the course, the learners shall be able to:

CO1: Develop the adaptability for the new world of marketing.

CO2: Embrace the tools and techniques required to succeed in digital marketing.

CO3: Learn to develop and execute digital marketing plans

CO4: Optimize online platforms for search engines to improve business performance.

CO5: Run search marketing campaigns.

GROUP IV: HUMAN RESOURCE MANAGEMENT

MCOM 410-A: MANAGEMENT OF INDUSTRIAL RELATIONS

Course Objective: The main objective of Industrial relations is to aware the students about the significance of industrial relations in actual working environment.

Course Learning Outcomes: After completing the course, the learners shall be able to:

CO1: Gain knowledge regarding the concept and importance of industrial relations management.

CO2: Enhance the ethical and moral awareness about the quality of work life.

CO3: Analyse issues related to wage and salary administration.

CO4: Develop problem solving skills required for employee grievances

CO5: Examine the nature and scope of industrial disputes

GROUP IV: HUMAN RESOURCE MANAGEMENT

MCOM 410-B: WORKSHOP BASED ON TRANSFORMATIONAL INDUSTRIAL AND EMPLOYEE RELATIONS

Course Objective: This course aims to impart practical knowledge regarding industrial and employee relations and to create an understanding regarding employee engagement and empowerment.

Course Learning Outcomes: From this course students will gain knowledge regarding:

CO1: The Development of collaborative approach to labour & industrial relations

CO2: Techniques and methodologies for enhancing & transforming IR

CO3: Importance of employee engagement and empowerment

CO4: Impact of people factor in IR

CO5: The possibilities of effective conflict resolution

CO6: Mediation skills as a practical intervention into disputes

GROUP V: ENTREPRENEURSHIP

MCOM 411-A: BUSINESS INCUBATION

Course Objectives: the course aims to familiarize the learners with development of business incubators and its management. It also aims to make learners understand the role of business incubation in growth of economy.

Course Learning Outcomes: After completing the course, the students will be able to: -

CO1: Gain knowledge regarding Business Incubation-Concepts and Principle

CO2: Learn about the Incubation and Entrepreneurship.

CO3: Understand the Role of business incubation in start-up development

CO4: Know about the Financing business incubator

CO5: Manage business incubation policy

GROUP V: ENTREPRENEURSHIP

MCOM 411-B: WORKSHOP BASED ON BUSINESS INCUBATION

Course Objectives: the course aims to familiarize the students with practical knowledge of business incubation process and various supporting activities involved in creating a successful business in real – life cases.

Course Learning Outcomes: After completing the course, the learners shall be able to:

CO1: Develop a business incubation structure dealing in real-life cases.

CO2: Analyse and compare various business plans and decide on the best option

CO3: Examine the practical implications of designing a business incubation model and problems faced by state-ups

CO4: Understand the marketing aspects related to business incubation.

MBA (LD)-I
Session-2022-23, 2023-2024

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

1. To implement leadership skills to work effectively within diverse teams.
2. To identify and analyze ethical responsibilities of businesses.
3. To apply decision-making techniques, both quantitative and qualitative analysis, to management issues.
4. To embrace the risks and opportunities that accompany new leadership roles.
5. Help the students to understand the persona of visionary leaders and to develop those qualities in order to grow throughout the career.

MBA PROGRAMME OUTCOMES (PO)

On successfully completing the program the student will be able to:

1. Demonstrate leadership skills
2. Integrate tools and concepts from multiple functional areas (i.e. finance, marketing, operations, etc.) to solve business problems
3. Identify business opportunities, design and implement innovations in work space.
4. Evaluate and integrate ethical considerations when making business decisions

PROGRAM SPECIFIC OUTCOMES (PSO)

1. To apply the fundamental knowledge of management domains to optimally solve the complex business problems.
2. To inculcate the ability in students to gain multidisciplinary knowledge through simulated problems, case analysis, projects and industrial training.

To develop competent management professionals with strong ethical values with an understanding of societal and ecological issues relevant to professional managerial practice through life-long learning.

SEMESTER-I

MBA (LD) 101: 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: Learn the basic roles, skills and functions of management.

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

CO 4: Gain conceptual knowledge about the different functions of management.

CO 5: Recognize the importance of employee motivation and leadership skills through the various concepts and theories.

MBA (LD) 102: 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 4: Understand the leadership practices in various work environment.

CO 5: Develop the understanding and awareness of leadership style.

MBA (LD) 103: 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

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 analyzing issues in various sub-fields of microeconomics and management.

CO 3: Demonstrate a basic understanding of operation of a modern economy.

CO 4: Develop clear understanding of the concept of trade cycle and other market functions.

CO 5: Learn the aggregates and provide overall idea about national economic policies and its implications.

MBA (LD) 104: 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 4: Develop an understanding of cost of capital and capital budgeting.

CO 5: Understand the foundation of financial management and its objectives.

MBA (LD) 105: 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 4: Understand the basic commands of windows.
CO 5: Design templates by using various functions of PowerPoint presentations.

MBA (LD) 106: 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.
CO 4: Employ critical-thinking and analytical skills to investigate complex business problems to propose viable solutions.
CO 5: Understand the business operations from a system perspective with knowledge of management, marketing, finance, information systems and accounting.

MBA (LD) 107: 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 3: Identify and analyze business problems and opportunities in global political, social and technological environments.
CO 4: Learn the current issues related to business, environment, trade and sports etc.
CO 5: Understand the concept of COVID-19 and its implications.

Semester-II

MBA (LD) 201: HUMAN RESOURCE MANAGEMENT

Course Objectives: 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 3: Provide innovative solutions to problems in the fields of HRM.
CO 4: Develop necessary skills to prepare human resource policy to enable the employees to attain work life balance.
CO 5: Evaluate HRM related social, cultural, ethical and environmental responsibilities and

issues in a global context.

MBA (LD) 202: 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 behavior.

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

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

CO 4: Evaluate the marketing function and its role in achieving organizational success both in commercial and non-commercial settings.

CO 5: Explore the various pricing strategies and the emerging issues in marketing.

MBA (LD) 203: 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:

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 4: Understand the scope and functions of statistics.

CO 5: learn about the types and methods of co-relation for experiential learning.

MBA (LD) 204: 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 3: Be introduced to tools aligned with growing skills in each component of the strategic thinking model.

CO 4: Learn about the concept, process of change and its management.

CO 5: To equip the students to proactively manage the conflict and its resolution.

MBA (LD) 205- 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: to get knowledge about retailing in E-commerce by analyzing branding and pricing strategies, using and determining the effectiveness of market research.

CO 3: Understand the basic concepts and technologies used in the field of management information systems.

CO 4: Be aware of the ethical, social, and security issues of information.

CO 5: Have a broad understanding of the CRM, CMS and e- Security.

MBA (LD) 206: 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 3: develop a comprehensive set of practical skills and tools to rely on through leadership practice.

CO 4: Learn to balance confidence and humility.

CO 5: Get knowledge of personal beliefs and values and a commitment to continuing personal reflection and reassessment.

MBA (LD) 207: 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:

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

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

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

CO 4: Learn the current issues related to business, environment, trade and sports etc.

CO 5: Understand the concept of COVID-19 and its implications.

MBA (LD): WORKSHOP ON MANAGEMENT SKILLS (Optional)

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 3: develop a comprehensive set of practical skills and tools to rely on through leadership practice.

CO 4: Learn to balance confidence and humility.

CO 5: Get knowledge of personal beliefs and values and a commitment to continuing personal reflection and reassessment

Semester III

MBA (LD) 301- 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 Outcome: 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.

MBA (LD) 302- 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: Complete in depth professional and experimental learning of Project Management

CO-2: Enhancing Critical and problem solving skills among students.

CO-3: Analyze, apply and appreciate contemporary project management tools and methodologies in Indian context.

MBA (LD) 303- SEMINAR ON SUMMER TRAINING PROJECT REPORT

Course Objective:

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

Course Learning Outcome:

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

CO 1: This course will give them working hands in corporate world.

CO2: this course will give students a platform to enhance their presentation skills.

MBA (LD) 304- VIVA ON SUMMER TRAINING PROJECT REPORT

Course Objectives:

The comprehensive viva voce is scheduled at the end of the semester in order to judge the understanding as well as application of the knowledge gained by the students while pursuing the industrial project. This is also to see the articulation of what is being learnt by them.

MBA (LD) 305- 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: Students will get disciplinary knowledge of advertising along with growing importance of creativity in Ads in today's competitive world.

CO2: The course enables the students to develop communication and critical thinking skills

CO3: Students will be equipped with professional skills required to motivate and train the sales force and enhance their productivity.

MBA (LD)-306 – 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: Students will gain in depth knowledge and understanding of service marketing concepts

CO2: They will develop moral and ethical awareness on the components of the "services marketing mix".

CO3: Students will develop problem solving skills in providing better customer service.

CO4: Students will develop research as well as experimental learning of service marketing principles to help identify and solve service marketing problem.

MBA (LD)-307 – 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.

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: Critically analyze industrial relations and apply exemplary decision making skills to achieve industrial cooperation.

CO3: Demonstrate moral and ethical reasoning while handling grievance mechanism.

MBA (LD)-308 – 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: Exhibit professional knowledge while deciding tools and techniques required for organizational human resource planning.

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

CO3: Critically analyze and manifest leadership qualities while implementing HRD techniques in organizations.

MBA (LD)-309 – 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: After completing the course, the students shall 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: Understanding the concept of Microfinancing and NBFCs.

CO3: Understand the types of risk prevailing in financial markets

MBA (LD)-310 – 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 Outcome: After completing the course, the students shall be able to:

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

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.

SEMESTER IV

MBA (LD)-401 – 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 Outcome:

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

CO1: Understand the strategic decisions that organizations 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

MBA (LD)-402 – 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 Outcome: 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: Improving learning and life outcomes require true innovation.

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

MBA (LD)-403 – 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 Outcome:

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.

MBA (LD)-404 – 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: The course will help students to face various business challenges by learning through current business issues.

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

MBA (LD)-406 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: Develop lifelong learners in various retail opportunities and evaluate the strategies associated with each type of opportunity.

CO3: Develop decision making skills to characterize the factors and management tools that retailers consider and use when developing their merchandise mix.

MBA (LD)-407 – CONSUMER BEHAVIOUR AND 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: Students will develop in depth knowledge of concepts of consumer behavior.

CO2: Develop application and professional skills to be applied in field of consumer behavior.

CO3: Display critical thinking and problem-solving skills.

MBA (LD)-408 –WORKSHOP ON DIGITAL MARKETING

Course Objective:

The objective of the course is to familiarize students to the concept of digital marketing. The course exposes the students to a strategic approach to digital marketing and various techniques used in it. It focuses on the digital environment, online buying behavior and the social media. It makes the students aware of marketing programs and strategies in the era of online relationship marketing.

Course Learning Outcome: After completing the course, the students shall be able to:

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

CO2: Students will develop communication skills to manage customer relationships across all digital channels and build better customer relationships.

MBA (LD)-409 – 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: Analytical reasoning and problem solving in respect to human resource management.

CO3: Scientific reasoning while deciding training and development needs of human resources.

MBA (LD)-410 – 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: The students will be able to identify key skills and abilities which are required for effective

leadership

CO2: They will have an informed view about potential biases in recruitment and development practice, and how to overcome this.

MBA (LD)-411 –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: Students will learn to develop application skills, and evaluate employee orientation, training, and development programs.

CO 2: It will help them to learn how to research, support, develop and communicate organization's plan.

MBA(LD)-412 –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: This course will enhance students' understanding of the dynamic challenges faced by entrepreneurial ventures in securing financial backing to support future growth and development.

CO2: They will understand the financial resources of how an entrepreneurial firms monitor, as well as, demonstrate critical thinking of issues related to the sale of an entrepreneurial firm.

MBA (LD)-413 –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.

MBA (LD)-414 –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: This course will enhance their professional skills towards the financial awareness, Analytical reasoning to take financial decisions.

CO2: They will understand the fundamental concepts of finance, financial markets and market participants, application of valuation techniques of financial instruments, and working knowledge of portfolio management

SCHOOL OF COMMERCE AND MANAGEMENT

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

- To prepare the graduate students for setting up their career in the field of Commerce.
- To provide basic and advanced learning to the graduates for making them capable for professional and business work environment
- To make the students a ready workforce by achieving the proficient standards in the international business milieu.
- To enable the graduates to apply the gained knowledge for business decision making.

PROGRAMME OUTCOMES (PO) UG

- Graduates will be able to comprehend the adequate knowledge about the concepts, principles and tools required for effective business skills.
- Students will be able to gain a thorough and logical understanding in fundamentals of commerce to enable them to avail more career opportunities.
- The students will be able to cope with latest development in commerce and business at national and global level.
- The students will be able to make themselves ready to face the modern-day challenges in business world and will be made equipped with practical exposure in the field of commerce.

PROGRAM SPECIFIC OBJECTIVES (PSO)

- The students will be able to learn quantitative and qualitative knowledge regarding soft skills, business, management, accounting, finance, banking, insurance, law, taxation, statistics, business mathematics, entrepreneurship, marketing, human resource, economics along with the basic knowledge of computer.
- The students will be able to apply the theoretical concepts into various business situations and will be able to develop awareness about environment, and will be sensitized for human values gender issues and ethical conduct required to run a sustainable business.
- The students will be able to implement the gained knowledge in enhancing their requisite job skills as businessmen, entrepreneurs, accountants, bankers, managers, auditors, consultants, statisticians, financial analysts and economists.

B.Com. - I (Semester I)

BCOM 102: FINANCIAL ACCOUNTING

Course Objective:

The student will be able to acquire conceptual knowledge vis-a-vis understanding principles and theory of the financial accounting and develop skills for recording various kinds of business transactions while practicing accounting ethics.

Course Learning Outcomes:

After this course, the students shall be able to:

CO1: Understand the meaning and identify the scope and utility of accounting in an information system.

CO2: Comprehend various accounting principles and their implications while accounting.

CO3: Apply critical thinking and develop computing skills while handling problems in financial accounting.

CO4: Evaluate the significance of depreciation in financial statements

CO5: Identify reasons and apply logic to reconcile pass book and cash book

CO6: Prepare final accounts, bank reconciliation statement and partnership accounts.

CO7: Develop insight into quantitative and qualitative role of financial accounting and its place in providing sound business foundations.

BCOM 103: BUSINESS ORGANISATION AND MANAGEMENT

Course Objective: The paper aims to provide basic knowledge to the students about the organization and management of a business enterprise. The subject has potential to explore hidden instincts of managerial capability of a student and provides opportunity to develop required skills for a successful manager.

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Course Learning Outcomes:

After studying Business organization, its meaning, structure, planning and its operational and functional areas of management, the students shall be able to:

CO1: Learn managerial skills to understand, organize and operate various kinds of business organization.

CO2: Explain and integrate management thoughts of FW Taylor, Henry Fayol, Elton Mayo and Peter Drucker.

CO3: Analyze the relationship amongst functions of management i.e., planning, organizing, directing and controlling

CO4: Generalize theories of motivation and leadership styles for effective direction.

CO5: Imbibe leadership qualities and skills required for a successful enterprise.

CO6: Identify and carryout effective control system.

CO7: Evaluate the role of creativity in decision making

CO8: Relate and map various components of management to different business structures.

SEMESTER-II

BCOM 201: HUMAN VALUES AND PROFESSIONAL ETHICS

Course Objective: The subject will enable students to understand the need and importance of human values. It will also provide basic knowledge about professional values and professional code for ethical decision making.

Course Learning Outcomes:

After this course the students shall be able to:

CO1: Understand business ethics and professional ethics.

CO2: Value professional ethics required to run businesses in modern era.

CO3: Acquire knowledge of varied approaches required for ethical decision making.

CO4: Learn value based holistic management by distinguishing ethical and unethical practices in Marketing, Finance and HRM.

BCOM202: BUSINESS LAW

Course Objective: The objective of the course is to introduce various business laws and to build legal outlook. Basis knowledge of The Indian Contract Act, 1872; Negotiable Instruments Act and Consumer Protection Act, 1986, will develop student's legal acumen.

Course Learning Outcomes:

After this course, the students shall be able to:

CO1: Understand general and specific provisions of Indian Contract Act, 1872

CO2: Explain various provisions dealing with Negotiable Instruments

CO3: Describe legal remedies available to consumers under Consumer Protection Act, 1986

CO4: Comprehend impact of the various mercantile acts on business transactions in India.

CO5: Observe the essentials of lawful behaviour in business world.

CO6: State, retrieve, infer and determine legal position of business transactions

BCOM 203: COMPUTERISED ACCOUNTING

Course Objective: The objective of this paper is to help students to acquire conceptual knowledge of the computerised accounting and to impart skills for recording and maintenance of various kinds of business transactions using accounting software.

Course learning outcomes:

After this course, the students shall be able to:

CO1: Gain knowledge regarding the concept of computerised accounting and its development.

CO2: Enhance their practical knowledge regarding preparation of books of accounts with the help of Tally Prime Accounting software.

CO3: Create ledgers, groups and vouchers through Account Masters.

CO4: Acquire skill related to inventory management.

CO5: Generate and Print results in the form of accounting reports and statements.

CO6: Extrapolate the role and process of auditing in computerized accounting.

SCHOOL OF COMMERCE AND MANAGEMENT

SEMESTER III

BCOM 301: COMPANY LAW AND AUDITING

Course Objective

The course aims to impart the working knowledge of the legal framework within which a company has to operate in India maintaining its legal, disciplinary and ethical status in congruence with the law. This course also aims to provide knowledge of auditing principles and procedures in accordance with current legal requirements in India.

Course Learning Outcomes: After completion of this course the students shall be able to:

CO1: Gain knowledge regarding company and its legal status in the eyes of law.

CO2: Enhance their professional skills involved in the formation of company from promotion to incorporation.

CO3: Describe the role of Board of Directors along with the procedure for convening various company meetings fostering teamwork.

CO4: Develop problem solving skill while analyzing various modes of winding up of a company.

CO5: Acquire critical thinking while learning concepts of audit, role of company auditors and preparation of audit reports.

BCOM 302: CORPORATE ACCOUNTING

Course Objective

The objective of this course is to develop professional knowledge regarding the accounting treatment and reporting practices in different forms of companies as per the pertinent acts in India.

Course Learning Outcomes: After completion of this course the students shall be able to:

CO1: Develop the understanding of accounting treatment of issue, forfeiture and reissue of shares.

CO2: Apply accounting provisions and methods for redemption of preference shares and debentures.

CO3: Comprehend valuation of shares and goodwill using various methods.

CO4: Analyze the accounting data required for preparing final accounts of companies.

CO5: Explain the procedure of company liquidation for preparing accounting records.

BCOM 303: COMPUTER APPLICATIONS IN BUSINESS

Course Objective

The course aims to bring professional proficiency among students in application of computer in business operations and to make them capable of better communication through presentations and enhancing their soft skills.

Course Learning Outcomes: After completion of this course the students shall be able to:

CO1: Develop working knowledge about computer and its development throughout various generations.

CO2: Enhance their application skill while understanding functioning of various input and output devices.

CO3: Acquaint themselves about the types of storage and their uses.

CO4: Gain familiarity regarding Windows operating system, its features and usage.

CO5: Attain the practical knowledge of Ms-Word, Ms-PowerPoint and Ms-Excel and learn presentation skills.

BCOM 304: (A) BUSINESS MATHEMATICS AND STATISTICS

Course Objective

The general objective of this course is to make students proficient in basic mathematical and statistical tools used in business operations. It will develop reflective thinking and reasoning abilities for future problem-solving situations in business environment.

Course Learning Outcomes: After completion of this course the students shall be able to:

CO1: Develop an understanding of determinants and process of adjoining of matrix.

CO2: Enhance problem solving skill related to the various measures of central tendency.

CO3: Perform analysis of time series and its uses under different conditions.

CO4: Attain knowledge regarding index numbers and various problems involved in construction of index numbers.

CO5: Perform correlation and regression analysis for solving business problems.

BCOM 304: (B) MARKETING MANAGEMENT

Course Objective

The course aims to provide basic knowledge of concepts, principles, and techniques of marketing along with the recent developments in the field of marketing. The course also aims at developing creative

SCHOOL OF COMMERCE AND MANAGEMENT

solutions to various marketing problems.

Course Learning Outcomes

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

CO1: Understand fundamental marketing concepts and analyze marketing environment.

CO2: Identify and describe the major basis of market segmentation, Targeting and Positioning.

CO3: Analyze the process of marketing decisions involving product development, product price, place and promotion.

CO4: Examine the process of product distribution and its role in creating communication value for customers.

CO5: Gain knowledge regarding various developments in marketing area that may govern ethical and legal issues related to marketing.

BCOM 304: (C) BUSINESS ECONOMICS

Course Objective

The course aims to acquaint the students with economic concepts, laws and theories that aid in developing decision making skills in business administration and management.

Course Learning Outcomes: After the completion of the course, the learners will be able to:

CO1: Gain knowledge regarding fundamental concepts of economics and develop their ability to explain core economic terms, theories, laws and principles.

CO2: Develop reflective understanding of consumer behavior through utility approach

CO3: Examine the market structure of the economy and analyze the behaviour of firms with respect to different market situations.

CO4: Identify the determinants of national income, inflation and business cycles.

CO5: Apply economic theories and principles to provide solution to a number of real-life business issues.

SEMESTER IV

BCOM 401: INCOME TAX LAW AND PRACTICE

Course Objective

The course aims to familiarize students with the knowledge of various provisions of income tax law in India to enable them to apply such provisions to compute total income and tax liability. It also aims to inculcate the skills of problem solving and decision making among students to enable them to be tax planners and analysts.

Course Learning Outcomes: After the completion of the course, the learners will be able to:

CO1: Understand the structure of Indian Taxation system and various concepts of taxation.

CO2: Compute income under different heads, applying the charging provisions, exemptions and deductions.

CO3: Apply the clubbing provisions and provisions relating to set-off and carry forward of losses to determine the gross total income;

CO4: Develop ability to calculate the tax liability of an assessee to determine the total income.

CO5: Comprehend the provisions relating to filing of return of income.

BCOM 402: COST ACCOUNTING

Course Objective

The course aims to develop understanding among learners about cost concepts and rational approach towards cost systems and cost ascertainment. The course also aims to provide knowledge about various methods of cost determination under specific situations and to acquire the application skill to use information determined through cost accounting for decision making purpose.

Course Learning Outcomes: After the completion of the course, the students will be able to:

CO1: Understand the cost accounting system, various techniques and methods of cost accounting.

CO2: Develop the analytical skill to prepare cost sheet after considering various expenses in purview with cost accounting.

CO3: Prepare store ledger using various methods of issuing material.

CO4: Compute cost of labour using various methods of wage payment.

CO5: Prepare statement showing allocation and apportionment of overheads.

SCHOOL OF COMMERCE AND MANAGEMENT

BCOM 403: ENTREPRENEURSHIP

Course Objective

The purpose of this course is to create entrepreneurial awareness among students and to inculcate the entrepreneurial skills in them by developing their creative thinking and decision making ability. The course also aims to orient the students towards choosing entrepreneurship as a career option.

Course Learning Outcomes: After the completion of the course, the learners will be able to:

CO1: Acquire necessary knowledge regarding the concept of entrepreneurship by considering various approaches regarding it.

CO2: Gain professional knowledge regarding business incorporation and business ideas generation.

CO3: Develop the ability of analyzing various entrepreneurial development programmes and their elements.

CO4: Demonstrate the need of various competencies required for entrepreneurial growth.

CO5: Examine the role of development banks and specialized institutions in entrepreneurship development.

BCOM 404: (A) BUSINESS DATA ANALYTICS

Course Objective

The course aims to introduce the learners with practical knowledge of business intelligence and data analytics executed in the business world. The objective of the course is to develop business analytics ideas, analyse data using data mining techniques and its application to business decision making.

Course Learning Outcomes: After the completion of the course, the learners will be able to:

CO1: Demonstrate the basic knowledge of data analytics by considering various approaches regarding it.

CO2: Develop an aptitude regarding computation and aggregation of business data.

CO3: Manage business data through data mining techniques fostering problem solving skills.

CO4: Evaluate and apply textual data and interpret the results for business decision making.

CO5: Describe the role of data warehouse in business analytics and develop the ability to critically analyze, synthesize and solve complex business problems.

BCOM 404: (B) HUMAN RESOURCE MANAGEMENT

Course Objective

The main objective of this course is to familiarize students with basic principles and techniques of human resource management. The course also aims to make the students capable to assess, evaluate, and apply human resource management techniques in order to address problems arising in managing human resources in the organizations.

Course Learning Outcomes: After the completion of the course, the students will be able to:

CO1: Demonstrate an awareness of HR Management system at various levels in general as well as certain specific organizations.

CO2: Identify their analytical skill to manage the key issues related to work life balance, human resource planning and job analysis.

CO3: Develop the ability to design incentive schemes for different job roles in an organization.

CO4: Apply different kinds of training and development strategies in real life situations.

CO5: Create HR policies related to grievance redressal, employee health, safety, welfare, and their social security in an organization.

BCOM 404: (C) E-COMMERCE

Course Objective

This course aims to provide adequate understanding about e-commerce concepts and principles and help them to possess knowledge regarding the mechanism of conducting business through electronic means.

Course Learning Outcomes: After the completion of the course, the students will be able to:

CO1: Develop an understanding of e-commerce concept and its various aspects.

CO2: Describe and analyze e-commerce activities and its applications areas.

CO3: Comprehend knowledge regarding the application of B2B, B2C, B2G technologies and e-governance models.

CO4: Ascertain the role of EDI and e-governance in business Organisations.

SCHOOL OF COMMERCE AND MANAGEMENT

CO5: Identify key security issues involved in e-commerce environment.

SEMESTER V

BCOM 501: MANAGEMENT ACCOUNTING

Course Objective

To impart knowledge about the concepts, principles and techniques of management accounting and its applicability and role in decision making.

Course Learning Outcomes

After completion of this course the students shall be able to:

CO1: Understand the nature and objectives of management accounting

CO2: Describe the role of Management Accounting in Decision Making

CO3: Explain the meaning, significance, types and limitations of Financial Statements

CO4: Calculate and Analyze the Ratios, Fund Flow Analysis and Cash Flow Analysis

CO5: Learn Budgeting, types of budgets and budgeting process

CO6: Understand the decision making, its process and types of decisions.

BCOM 502: WORKSHOP ON PERSONALITY DEVELOPMENT

Course Objective

The objective of the course is to help the students to acquire the basics skills to improve their personality and communication skills. It will also help the students to understand about stress and time management.

Course Learning Outcomes

After completion of this course the students shall learn:

CO1: Understand the basic personality traits

CO2: To identify and resolve the mental blocks

CO3: To handle the stress and manage their time

CO4: The Importance of Communication, Resume Writing and Interview Skills

CO5: Public Speaking, Group Discussion, Report Writing, Teleconferencing and Videoconferencing **CO6:**

Types and uses of Visual Aid, Meeting Skills, Media Management, and Business Etiquettes

BCOM 504: BANKING AND INSURANCE

Course Objective

To impart knowledge regarding Banking and Insurance Sector in India along with their functioning and regulatory provisions.

Course Learning Outcomes

After completion of this course the students shall be the able to:

CO1: Understand the evolution and structure of Indian Banking System

CO2: Learn the nature and functions and role of commercial banks

CO3: Describe the functioning of RBI and its Monetary Policy.

CO4: Appraise the KYC norms for banker-customer relationship and working of E-Banking.

CO5: Get knowledge about concept of insurance, types and principles

CO6: Analyse the impact of privatisation on Insurance Sector.

BCOM 505: CONTEMPORARY ACCOUNTING I

Course Objective

The course aims to enhance the learning of students regarding the basic process of developing the accounting standards and their uses. It will broaden their knowledge about emerging areas of accounting and their practical implications in India.

Course Learning Objectives

SCHOOL OF COMMERCE AND MANAGEMENT

After completion of this course the students shall be able to:

CO1: Understand the meaning of accounting standards and their implications.

CO2: Describe the process of setting of Accounting Standards and IFRS.

CO3: Explain the Price Level Accounting and guidelines of ICAI on Price Level Accounting.

CO4: Familiarize with Human Resource Accounting and HRA practices by Indian companies.

CO5: Learn about the Social Accounting and social disclosure practices.

BCOM 506: PRODUCT AND BRAND MANAGEMENT

Course Objective

The objective of the course is to give a basic understanding on Product and Brand Management along with various strategies used to develop and manage products.

Course Learning Outcomes

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

CO1: Understand the fundamental concepts of product development.

CO2: Identify and discuss the variables that drive the success of new products.

CO3: Learn about product mix and product life cycle.

CO4: Describe the importance, application and implementation of product branding.

CO5: Analyze various aspects of brands and their management.

BCOM 507: ADVERTISING AND MEDIA

Course Objective

The course aims to provide knowledge regarding importance and role of advertising along with effective advertisement management, campaign planning and role of media in advertising.

Course Learning Outcomes

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

CO 1: Understand the role of advertising in the business world.

CO 2: Learn the concept of advertising budget and campaign planning.

CO 3: Evaluate the advertising effectiveness with various methods of measurement.

CO 4: Explore the ethical aspects of advertising along with the role of ASCI.

CO 5: Identify the various types of advertising media and its planning.

BCOM 508: FINANCIAL MANAGEMENT

Course Objective

This course aims to familiarize the students with different aspects of financial management and its applications in financial decisions.

Course Learning Outcomes

From this course the students shall learn to:

CO1: Understand the Financial Management, Finance Function and its usage in financial decisions **CO2:** Capital Budgeting

CO3: Compute the Cost of Debt, Preference Shares, Equity Capital and Retained Earnings

CO4: Execute the Operating and Financial Leverage and its measurement

CO5: Estimate the Working Capital requirements and its management and its role in decision making

CO6: Determine the effective approach for Financing of Current Assets

BCOM 509: FINANCIAL MARKET OPERATIONS

Course Objective

To provide basic knowledge regarding concepts of financial market (primary and secondary markets) and role of SEBI to regulate secondary market and various functionaries on stock exchanges.

Course Learning Outcomes

After completion of this course the students shall be able to:

CO1: Understand the role and functions of financial market

CO2: Describe the structure of money and capital markets

CO3: Learn the guidelines given by SEBI and RBI and their functions

SCHOOL OF COMMERCE AND MANAGEMENT

CO4: Explain the working of stock exchanges and global financial system

CO5: Application of depository system in trading aspects

BCOM 510: MANAGING INDUSTRIAL RELATIONS

Course Objective

The course aims to enable the students to understand the concept of Industrial relations and its various aspects along with grievance mechanism.

Course Learning Outcomes

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

CO1: Understand various aspects of industrial relations, its Components and approaches.

CO2: Describe the evolution of trade unions and their structure.

CO3: Explain the grievance redressal procedure and settlement machinery of industrial dispute.

CO4: Learn the stages and process of collective bargaining.

CO5: Have knowledge regarding industrial laws.

BCOM 511: 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: Understand the role of training and development in human resource management.

CO2: Explain the training needs of an organization.

CO3: Assess, design and implement various methods of training

CO4: Analyses of the importance of Training Evaluation.

CO5: Understand the various perspectives of Training and Development in India and Abroad

SEMESTER VI

BCOM 601: INDIRECT TAX LAWS

Course Objective

This course aims to enable the students to understand the concept, utility and mechanism of Goods & Service Tax (GST) applicable in India along with the Custom Act 1962.

Course Learning Outcomes

After studying this course the students shall be able to:

CO1: Understand about indirect taxes, their nature and types

CO2: Identify the rules and regulations followed under GST regime

CO3: Understand the GST models and GST council

CO4: Compute the receipts and payments under GST

CO5: Recognize the provisions of GST and tax credit system

CO6: learn about the filling of returns, refunds, offences and penalties under GST

BCOM 602: SEMINAR ON GOVERNANCE, ETHICS AND SOCIAL RESPONSIBILITY OF BUSINESS

Course Objective

The objective of the seminar is to sensitise the students about various Corporate Issues on Governance, Ethics and Social Responsibility in Business.

Course Learning Outcomes

From this course the students shall learn to:

CO1: Describe the professional ethics and ethical behaviour of managers

CO2: Evaluate the role of ethics in decision making and corporate governance

CO3: Apply the ethical models that forms the basis for corporate governance

CO4: Describe the importance of corporate social responsibility

CO5: Recognize the need of Corporate Code of Conduct

CO6: Exemplify the various scams and challenges under corporate environment

SCHOOL OF COMMERCE AND MANAGEMENT

BCOM 604: MONEY AND FINANCIAL INSTITUTIONS

Course Objective

To impart knowledge regarding the concept of money, money markets and financial institutions working in India.

Course Learning Outcomes

This course will make the students competent to:

CO1: Understand the concept and types of money

CO2: Examine the role of financial institutions and their basic components

CO3: Explain the framework of institutions and money market

CO4: Justify the supply chain of money for the circulation in business and markets

CO5: Describe the provisions issued by regulatory bodies

CO6: Understand the various funds and fees applicable on different institutions

BCOM 605: CONTEMPORARY ACCOUNTING II

Course Objective

The course aims to provide knowledge about accounts of non-profit organisations along with the concepts of forensic accounting and auditing. Students shall also explore about corporate reporting practices and their significance.

Course Outcomes:

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

CO1: Understand accounting for Non-Profit Organization and Government Organizations

CO2: Describe the meaning, nature and scope of Forensic Accounting.

CO3: Explain the concept and techniques of Forensic Audit.

CO4: Understand the essentials of a good report along with Interim Reporting Practices.

CO5: Analyze the corporate financial reporting and recent trends in Corporate Reporting in India.

BCOM 606: E- MARKETING

Course Objective

The course aims to enable the students to understand the concepts, importance, tools and distribution system in e-marketing.

Course Outcomes

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

CO1: Understand the concepts and functions and strategies of e-marketing

CO2: Describe e-marketing environment, privacy and security concerns related to e-marketing

CO3: Evaluate online consumer behaviour and e-market segmentation

CO4: Explain distribution system in e-marketing, functions of intermediaries

CO5: Learn regarding online customer relationship management.

BCOM 607: CONSUMER BEHAVIOUR

Course Objectives:

To provide a thorough understanding on consumer buying behavior and the factors that influence the consumer decision on buying behavior.

Course learning Outcomes

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

CO1: Understand the concepts of consumer behavior and its determinants.

CO2: Explain the motivational and personality aspects influencing consumer behavior.

CO3: Explain the perceptual and attitudinal factors influencing consumer behavior.

CO4: Examine the dynamics of consumer behavior and factors that influence the consumers decisions

CO5: Acquaint with the communication and consumer decision making.

BCOM 608: FUNDAMENTALS OF INVESTMENT

Course Objective

SCHOOL OF COMMERCE AND MANAGEMENT

This course aims to provide fundamental knowledge of investment and different avenues of investment available to investors and valuation of securities. It will also make them understand the concept of derivatives, mutual funds and the investments through small savings.

Course Learning Outcomes

After completion of this course the students shall be able to:

CO1: Describe the various investment opportunities for the personal growth and development

CO2: Evaluate the small saving options and their role

CO3: Describe the various factors affecting the investment decisions of the businesses

CO4: Understand the role of derivatives and its participants in the market

CO5: Evaluate the measurement techniques of investment options

BCOM 609: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Course Objective

The course aims to enable the students to develop an understanding of securities analysis and portfolio management along with risk return analysis and portfolio theories.

Course Learning Outcomes

After studying this course the students shall be able to:

CO1: Understand the investment management process involved in management decisions

CO2: Describe the role of investment avenues in business environment

CO3: Apply the fundamental values for deciding to buy, sell or hold securities

CO4: Compute the figures for portfolio investments using different models

CO5: Evaluate the portfolios by using performance indices

CO6: Predict the movement of stock by using the appropriate techniques

BCOM 610: INTERPERSONAL SKILLS IN MANAGEMENT

Course Objective

The course aims to make students aware regarding interpersonal skills and its use in effective decision making.

Course Learning Outcomes

After completion of this course the students shall be able to:

CO1: Understand the Concept and significance of interpersonal skills.

CO2: Learn about self-assessment, its need and techniques.

CO3: Describe the interpersonal communication process and interpersonal skills for the digital world.

CO5: Get knowledge about team work skills and creating high performance teams.

CO6: Analyse group problem solving and transaction analysis.

BCOM 611: INTERNATIONAL HUMAN RESOURCE MANAGEMENT

Course Objective: The course aims to make students aware of the International Human Resource Perspectives that may be required while dealing with the international work environment, people and problems.

Course Learning Outcomes

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

CO 1: Understand the International level Human Resource Management Practices and Policies.

CO 2: Describe the practices relating to recruitment and selection at international level.

CO 3: Analyze training and development and International Compensation Management aspects.

CO 4: Identify various career websites and International cultural aspects.

CO 5: Familiarize with various aspects of Industrial Relations at national and international level.

BCOM (HONOURS)

Session 2022-23, 2023-24

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

1. To prepare the graduate students for setting up their career in the field of Commerce and Management.
2. To provide basic and advanced learning to the graduates for making them capable for professional and business work environment
3. To make the students a ready workforce by achieving the proficient standards in the international business milieu.
4. To enable the graduates to apply the gained knowledge for business decision making.

PROGRAMME OUTCOMES (PO) UG

1. In this course students are exposed to general business principles, accounting, economics, relevant laws and quantitative skills.
2. 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.
3. 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.
4. The curriculum of this programme offers variant value based and job-oriented courses through specialization and practical exposure.

PROGRAM SPECIFIC OBJECTIVES (PSO)

On completion of the Programme, the Under Graduates will be able to:

1. The student will be able to gain quantitative and qualitative knowledge about financial accounting and corporate accounting for recording business transactions; basic concepts of micro and macroeconomics, business legislation along with relevant laws, and drug abuse and environmental issues by introducing practical problems. They will also develop language proficiency with special emphasis on business communication.
2. The students will be able to enhance their technical competency with information technology in business with expertise knowledge in the field of management, banking, marketing, finance, human resource management, subsequent accounting branches and economic sector. 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.
3. They will develop entrepreneurial and financial management skills and create awareness about real life practices including new concepts like GST, corporate governance and social responsibility. 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.

B.COM HONOURS

BCH 102: FINANCIAL ACCOUNTING

Course Objectives:

The course helps students to acquire conceptual knowledge of the financial accounting and to impart skills for recording various kinds of business transactions. It nourish knowledge about principles, conventions and accounting process of recording transactions and helps to study methods of computing depreciation and accounts relating to partnership firms.

Course Learning Outcomes:

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

CO1: nourish knowledge about theoretical framework of financial accounting concepts, principles and conventions

CO2: learn accounting process of recording business transactions to develop computing skills while handling problems in financial accounting

CO3: understand methods of computing depreciation and related accounting standards

CO4: understand the accounts for partnership firms from admission to dissolution of partnership

CO5: determine the users of financial accounting information and their information needs

BCH 103: BUSINESS LAW

Course Objective:

The course familiarise the students with basic knowledge of issues related to Indian Contract Act 1872. It impart basic knowledge about essentials of a valid contract, offer and acceptance, consideration, contractual capacity, free consent, legality of objects, various types of negotiable instruments including promissory note, bill of exchange, cheque under Negotiable Instruments Act 1881 and salient features, grievance redressal and Consumer Protection Act 1986.

Course Learning Outcomes:

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

CO1: understand Contract Act 1872 to determine legal position of business transactions.

CO2: learn essentials of a valid contract, offer and acceptance, consideration, contractual capacity, free consent, legality of objects

CO3: gain knowledge about types of negotiable instruments including promissory note, bill of exchange, cheque under Negotiable Instruments Act 1881

CO4: acquire knowledge about contract of bailment, contract of agency and contract of bailment

CO5: understand salient features, grievance redressal and Consumer Protection Act 1986

BCH 104: MICRO ECONOMICS

Course Objective:

The course enable the students to understand about basic concepts of micro economics, demand and supply analysis and to evolve wider view of consumer behaviour producer behaviour and firm behaviour

Course Learning Outcomes:

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

CO1: understand basic concepts of micro economics to gain knowledge regarding fundamental concepts of economics.

CO2: study demand and supply analysis, and elasticity of demand

CO3: determine production theory and cost of production to survive in competition

CO4: learn wider view of consumer behaviour producer behaviour and firm behaviour

CO5: determine perfect competition, monopoly competition and monopolistic competition

SEMESTER II

BCH 201: CORPORATE ACCOUNTING

Course Objective:

The course enables the students to develop awareness about corporate accounting techniques, accounting for share capital and debentures, valuation of goodwill and shares followed by the corporate world in conformity with the provisions of Companies Act.

Course Learning Outcomes:

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

CO1: develop understanding regarding accounting for share capital and debentures, valuation of goodwill and shares

CO2: acquire knowledge about preparation of profit and loss account and balance sheet of corporate entities

CO3: understand concepts and accounting treatment of amalgamation of companies

CO4: understand concept and methods of valuation of shares and goodwill

CO5: Inbuilt the accounting skills in students to work as per provisions

BCH 202: CORPORATE LAWS

Course Objective:

Course impart basic knowledge of the important business legislation along with relevant case laws. It helps to understand formation of a company and in depth knowledge related to directors, prospectus and meetings and to study contents and alterations related to memorandum of association and articles of association

Course Learning Outcomes:

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

CO1: gain knowledge regarding characteristics, types and formation of a company

CO2: enhance professional skills involved in pre-incorporation contracts and determine legal position of promoters

CO3: understand various concepts like directors, prospectus and convening meetings for fostering team work

CO4: study lifting of corporate veil; and learn contents and alteration of memorandum of association and articles of association

CO5: develop problem solving skill while analyzing various modes of winding up of a company

BCH 203: MACRO ECONOMICS

Course Objective:

The course helps to understand economy as a whole including inflation, balance of payment, national income and multiplier concept, theories of income, output and employment determination

Course Learning Outcomes:

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

CO1: develop reflective understanding of concepts, methods, problems in measuring national income

CO2: study theories of income, output and employment determination

CO3: analyse factors affecting investment decisions, inflation and balance of payment

CO4: identify expenditure under two sector model, three sector model and four sector model

CO5: develop skills to find solution to a number of real-life business related issues

Semester-III

BCH 301: Cost Accounting

Course Objective:

The course provides basic understanding to acquire conceptual knowledge of cost accounting. It also imparts skills in the students to acquire the ability to use information determined through cost accounting for decision making purpose.

Course Learning Outcomes: After completing the course, the students shall be able to:

CO 1: Understand basic concepts of cost accounting, cost ascertainment and cost control.

CO 2: Develop critical thinking by learning accounting techniques regarding material costing and Labour costing.

CO 3: Study implementation of cost accounting methods to identify profitable products and services.

CO 4: Understand preparation of cost sheet and treatment of various costs under different heads for analytical reasoning.

BCH 302: INCOME TAX LAW AND PRACTICES

Course Objective:

The course provides basic understanding to learners to acquire conceptual and practical knowledge of various provisions of Income Tax Law.

Course Learning Outcomes: After completing the course, the students shall be able to acquire basic knowledge regarding:

CO 1: Basics of income tax law and working of income tax department.

CO 2: Relevant provisions of direct tax and their practical applications for magnifying professional skills.

CO 3: Calculation of taxable income under different heads.

CO 4: Deductions under the Income Tax Act.

CO 5: Provisions regarding filling of return, powers of income tax authorities, penalties and prosecutions.

BCH 303: MANAGEMENT PRINCIPLES AND APPLICATIONS

Course Objective:

The course imparts basic knowledge to the students for understanding management concepts, principles and practices. It also familiarizes students with its application in business decision making using sustainable business practices.

Course Learning Outcomes: After completing the course, the students shall be able to:

CO 1: Study the concept and functions of management.

CO 2: Discuss the evolution of management thoughts.

CO 3: Analyse various motivation theories to augment leadership qualities.

CO 4: Learn the process of decision making and controlling techniques to boost professional skills.

BCH 304: (A) BUSINESS MATHEMATICS AND STATISTICS

Course Objective: This paper enables the students to perform operations on matrices and apply them to collect, organize and represent data to demonstrate several approaches to basic problem solving and implement those strategies.

Course Learning Outcomes: After completing the course, the students shall be able to determine:

CO 1: Discuss the scope and function of statistics.

CO 2: Understand matrices and determinants for reflective thinking.

CO 3: Understand types and methods of correlation for experiential learning.

CO 4: Study types and properties of regression.

BCH 304: (B) MARKETING MANAGEMENT

Course Objective:

The course familiarizes the students with the basic concepts and principles of marketing and develops their conceptual and analytical skills which help them to manage marketing operations of business firm efficiently.

Course Learning Outcomes: After completing the course, the students shall be able to:

CO 1: Discuss the evolution of marketing.

CO 2: Understand marketing and marketing environment for reflective thinking.

CO 3: Understand product life cycle and various strategies related to it for experiential learning.

CO 4: Study elements of marketing mix.

BCH 304: (C) INDIAN ECONOMY

Course Objectives:

The course aims to provide an understanding of constituent sectors that define the Indian economy and enable students to examine the role of different sections of the economy in economic development of India.

Course Learning Outcomes: After completing the course, the students shall be able to determine:

CO1: Nature and scope of Indian economy.

CO2: Growth and problems of major industries for problem solving.

CO3: Importance of planning for economic development for analytical reasoning.

CO4: Importance and problems of international trade for application of skills.

SEMESTER IV

BCH 401: FUNDAMENTALS OF INSURANCE

Course Objective:

The course helps students to acquire knowledge of insurance principles and practices. It also aims to help students to gain knowledge regarding regulatory framework of insurance.

Course Learning Outcomes: After completing the course, the students will be able to get

knowledge regarding:

CO 1: Need of insurance sector in economic development for decision making skills.

CO 2: Types of insurance and risk.

CO 3: Role of bancassurance in Indian scenario.

CO 4: Growth and development of insurance sector in India.

CO 5: Regulatory framework of insurance for information literacy.

BCH 402: MANAGEMENT ACCOUNTING

Course Objective:

The course helps students to develop conceptual knowledge of managerial techniques of accounting for constructive decision-making purpose in business.

Course Learning Outcomes: After completing the course, the students will be able to:

CO 1: Understand the managerial aspects of accounting to make effective decisions.

CO 2: Determine various management tools for effective decision making.

CO 3: Determine budgeting for profit planning and control for analytical reasoning.

CO 4: Demonstrate ratio and break-even analysis for taking corrective measures in business management for problem solving.

BCH 403: AUDITING PRACTICES

Course Objective:

The course helps students to acquire knowledge of auditing practices which serves as an important role in companies for fraud prevention.

Course Learning Outcomes: After completing the course, the students will be able to:

CO 1: Study origin and various principles governing auditing.

CO 2: Determine the role of auditor in detection of errors and frauds.

CO 3: Discuss audit planning and procedure for analytical reasoning.

CO 4: Study professional ethics and misconduct for enhancing professional skills.

BCH 404: (A) BUSINESS RESEARCH METHODOLOGY

Course Objective:

The course aims to inculcate basic research aptitude among the students, and enable them to collect, analyse data and prepare research report.

Course Learning Outcomes: After completion the course, the students will be able to:

CO1: Outline the significance of research methodology and Analyses the Problems in conducting research.

CO2: Determine research design in consonance with the research problem.

CO3: Collect and tabulate required primary and secondary data for analysis purpose.

CO4: Prepare a report on the basis of collected data.

BCH 404: (B) HUMAN RESOURCE MANAGEMENT

Course Objectives:

The course aims to make student aware of the human resource interventions that may be required when dealing with the work environment, people and problems.

Course Learning Outcomes: After completing the course, the students will be able to:

CO 1: Develop necessary skills to prepare human resource policy to enable the employees to attain work life balance.

CO 2: Understand different kinds of training and development strategies in real life scenarios.

CO 3: Design incentive schemes for different job roles in an organization.

CO 4: Create HR policies related to grievance redressal, employee health, safety, welfare, and their social security in an organisation.

BCH 404: (C) BUSINESS DATA ANALYTICS

Course Objective

The course aims to introduce the learners with practical knowledge of business intelligence and analytics, which include the use of data, statistical and quantitative analysis, exploratory and predictive models.

Course Learning Outcomes: After the completion of the course, the learners will be able to:

CO1: Understand the basic concept of data analytics by considering various approaches regarding it.

CO2: Demonstrate skills for computation and aggregation of data.

CO3: Present data with the help of charts pivot tables;

CO4: Analyse data using software package and interpret the results;

CO5: Apply textual data and interpret the results.

BCH 405: BANKING OPERATIONS AND PROCEDURES

Course Objective:

The course helps students to acquire conceptual knowledge of financial system, banking structure, products and services, operations and procedures. It also provides knowledge regarding tribunal and procedure of debt recovery.

Course Learning Outcomes: After completing the course, the students shall be able to:

CO 1: Study origin and composition of banking system in India.

CO 2: Understand various services and products rendered by banks in India.

CO 3: Determine overview of financial system in India for reflective thinking.

CO 4: Assess various provisions of banking ombudsman.

CO 5: Learn methods and sources of money laundering.

SEMESTER-V

BCH 501: FINANCIAL MANAGEMENT

Course Objective:

The course provides conceptual knowledge of the financial management, impart skills for recording various business transactions, study financial theories and analytical tools needed to make good investment decisions and design optimum capital structure and to understand utility of working capital management.

Course Learning Outcomes:

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

CO1: study financial theories and analytical tools needed to make good investment decisions.

CO2: understand designing optimum capital structure

CO3: determine the cost of capital and measuring cost of debt, preference shares, equity capital and retained earnings

CO4: understand dividend policies and dividend theories for better decision making

CO5: determine effective approaches of working capital management for effective utilisation of resources

BCH 502: FUNDAMENTALS OF ENTREPRENEURSHIP

Course Objective:

The course develop an entrepreneurial way of thinking among students. It enrich students with role of entrepreneur in economic development of India, process of conducting the entrepreneurial development programme, idea generation and opportunity assessment and familiarise them with project appraisal techniques to avail the opportunities and to become capable to face various challenges of enterprises

Course Learning Outcomes:

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

CO 1: understand role of entrepreneur in economic development of India

CO 2: learn process of conducting the entrepreneurial development procedure and various competencies required for entrepreneurial growth.

CO 3: develop skill regarding idea generation and opportunity assessment.

CO 4: study project appraisal techniques to avail the opportunities and to become capable to face various challenges of enterprises

CO 5: determine social responsibility of an entrepreneur and initiatives taken by Government to develop and promote entrepreneurship start-ups.

BCH-503: SEMINAR ON SUMMER TRAINING REPORT

Course Objective:

The course develop skills about knowledge sharing, promote skills of group discussions and enhance presentation and communication skills

Course Learning Outcomes:

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

CO1: create skills about knowledge sharing

CO2: promote group discussions

CO3: enhance presentation and communication skills

CO4: improve knowledge and get updated to the latest technological developments

CO5: encourage the students to explore new areas relevant to the topic.

BCH 504: E-COMMERCE

Course Objective:

The course explore the coverage and delivery of electronic commerce education and facilitate the students to understand applications of B2B, B2C, C2C, B2G technologies, 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.

Course Learning Outcomes:

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

CO 1: comprehend knowledge regarding application of B2B, B2C, C2C, B2G technologies and e-governance models

CO 2: understand fundamental principles of e-commerce and online trading

CO 3: study EDI in governance to become competent to utilise a variety of tools of e-commerce

CO 4: determine e-governance models and private sector interface in e-governance

CO 5: understand the recent trends in e-commerce to survive in competitive environment

BCH 505: CONTEMPORARY ACCOUNTING-I

Course Objective:

The course acquaint the students with evolution and development of basic accounting equation, international financial reporting standards (IFRS), price level accounting and human resources accounting.

Course Learning Outcomes:

After completion of this course the students shall be able to:

CO1: understand the meaning of accounting standards and their implications

CO2: examine the process of setting of accounting standards and IFRS

CO3: develop insight into price level accounting and guidelines of ICAI on price level accounting

CO4: familiarize with human resource accounting and HRA practices by Indian companies

CO5: Learn about the social accounting and social disclosure practices

BCH 506: PRODUCT AND BRAND MANAGEMENT

Course Objective:

The objective of the course is to give a basic understanding on product and brand management along with various strategies used to develop and manage products.

Course Learning Outcomes:

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

CO1: Understand the fundamental concepts of product development

CO2: Identify and discuss the variables that drive the success of new products

CO3: Learn about product mix and product life cycle

CO4: Describe the importance, application and implementation of product branding

CO5: Analyze various aspects of brands and their management

BCH 507: ADVERTISING AND MEDIA

Course Objective:

The course aims to provide knowledge regarding importance and role of advertising along with effective advertisement management, campaign planning and role of media in advertising.

Course Learning Outcomes:

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

CO 1: understand the role of advertising in the business world.

CO 2: learn the concept of advertising budget and campaign planning.

CO 3: evaluate the advertising effectiveness with various methods of measurement.

CO 4: explore the ethical aspects of advertising along with the role of ASCI.

CO 5: identify the various types of advertising media and its planning.

BCH-508: FINANCIAL INSTITUTIONS AND MARKETS

Course Objective:

The course familiarise students with role and components of financial system, financial regulators in India, role of financial institutions in economic development and overview of money and capital markets of India.

Course Learning Outcomes:

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

CO1: study role and components of financial system

CO2: understand financial regulators in India

CO3: evaluate role of financial institutions in economic development

CO4: examine an overview of money and capital markets of India

CO5: determine the role of Central Bank in money market

BCH 509: INVESTMENT MANAGEMENT

Course Objective:

This course aims to provide fundamental knowledge of traditional and modern investment avenues available to investors. It develops skills to understand the concept of fundamental and technical analysis.

Course Learning Outcomes:

After completion of this course the students shall able to:

CO1: Describe the various investment opportunities for the personal growth and development

CO2: Evaluate the risk involved in investment.

CO3: Describe the various factors affecting the investment decisions of the businesses

CO4: Understand relationship between risk and return in the market

CO5: Evaluate the fundamental analysis and technical analysis.

BCH 510: MANAGING INDUSTRIAL RELATIONS

Course Objective:

The course aims to enable the students to understand the concept of Industrial relations and its various aspects along with grievance mechanism.

Course Learning Outcomes:

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

CO1: understand various aspects of industrial relations, its components and approaches.

CO2: describe the evolution of trade unions and their structure.

CO3: explain the grievance redressal procedure and settlement machinery of industrial dispute.

CO4: learn the stages and process of collective bargaining.

CO5: gain knowledge regarding industrial laws.

BCH 511: 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: understand the role of training and development in human resource management.
- CO2: explain the training needs of an organization.
- CO3: assess, design and implement various methods of training
- CO4: analyses of the importance of training evaluation.
- CO5: understand the various perspectives of training and development in India and abroad

SEMESTER- VI

BCH 601: INDIRECT TAXES

Course Objective:

The course provide basic understanding of basic of principles and provisions of indirect taxes, conceptual knowledge of Goods and Services Tax Act and Custom Act. It also familiarize students with various provisions regarding input tax credit, calculation and payment of GST and enable them to file GST returns, to equip with provisions regarding refunds and penalties

Course Learning Outcomes:

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

- CO 1: acquire conceptual and theoretical knowledge about basic of Goods and Services Tax Act and Custom Act.
- CO 2: understand basic of principles and provisions of indirect taxes
- CO 3: learn various provisions regarding input tax credit
- CO 4: understand calculation and payment of GST
- CO 5: study filing of GST returns, refunds and penalties

BCH-602: CORPORATE GOVERNANCE AND SOCIAL RESPONSIBILTY OF BUSINESS

Course Objective:

The course provide knowledge about the role of corporate governance in business and its mechanism, corporate governance and business ethics, helps to understand global perspective of corporate governance and study the role of corporate social responsibility in business expansion.

Course Learning Outcomes:

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

- CO1: understand corporate governance mechanism
- CO2: determine role played by regulators to improve corporate governance
- CO3: learn corporate governance and business ethics
- CO4: analyse global perspective of corporate governance
- CO5: study corporate social responsibility

BCH-603: SEMINAR ON CURRENT BUSINESS ISSUES

Course Objective:

The course help students to gain knowledge, share ideas and exchange views, and enhance presentation skills on respective theme and to train the students to understand business challenges and opportunities prevailing in the economy.

Course Learning Outcomes:

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

- CO1: analyse business challenges and opportunities prevailing in the economy
- CO2: develop critical thinking in the management of technology
- CO3: study venture capital and finance of innovation
- CO4: analyse international strategic management
- CO5: develop skill and confidence in students

BCH 604: ADVANCED BANKING AND INSURANCE MANAGEMENT

Course Objective:

The course helps students to gain knowledge regarding banking and insurance sector in India along with their functioning and regulatory provisions.

Course Learning Outcomes:

After completion of this course the students shall be the able to:

CO1: understand the evolution and structure of Indian banking system

CO2: determine the role of commercial banks and Reserve Bank of India

CO3: appraise the KYC norms for banker-customer relationship

CO4: gain knowledge about concept of insurance and grievance redressal platform

CO5: analyse the impact of privatisation on insurance sector

BCH 605: CONTEMPORARY ACCOUNTING-II**Course Objective:**

The course aims to provide knowledge about accounts of non-profit organisations along with the concepts of forensic accounting and auditing. Students shall also explore about corporate reporting practices and their significance.

Course Learning Outcomes:

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

CO1: understand accounting for non-profit organization and government organizations

CO2: describe the meaning, nature and scope of forensic accounting

CO3: explain the concept and techniques of forensic audit

CO4: understand the essentials of a good report along with interim reporting practices

BCH 606: E-MARKETING**Course Objective:**

The course aims to enable the students to understand the concepts, importance, tools and distribution system in e-marketing.

Course Learning Outcomes:

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

CO1: understand the concepts and functions and strategies of e-marketing

CO2: describe e-marketing environment, privacy and security concerns related to e-marketing

CO3: evaluate online consumer behaviour and e-market segmentation

CO4: explain distribution system in e-marketing, functions of intermediaries

CO5: learn regarding online customer relationship management

BCH 607: CONSUMER BEHAVIOUR**Course Objectives:**

The course aims to provide thorough understanding on consumer buying behaviour and the factors that influence the consumer decision on buying behaviour.

Course Learning Outcomes:

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

CO1: understand the concepts of consumer behavior and its determinants.

CO2: explain the motivational and personality aspects influencing consumer behavior.

CO3: explain the perceptual and attitudinal factors influencing consumer behavior.

CO4: examine the dynamics of consumer behavior and factors that influence the consumers' decisions.

CO5: acquaint with the communication and consumer decision making.

BCH 608: MANAGEMENT OF FINANCIAL SERVICES**Course Objectives:**

The course enable the students to understand the concepts, mechanism and utility of different financial services.

Course Learning Outcomes:

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

CO1: gain disciplinary knowledge about the financial services.

CO2: develop professional and application skills regarding merchant banking.

CO3: examine the concept of venture capital, leasing services and credit rating system in India.

CO4: analyse the performance of mutual funds in India.

CO5: acquaint themselves regarding digital literacy and present scenario of plastic money in India.

BCH 609: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

Course Objective:

The course aims to enable the students to develop an understanding of securities analysis and portfolio management along with risk return analysis and portfolio theories.

Course Learning Outcomes:

After studying this course the students shall be able to:

CO1: Understand the investment management process involved in management decisions

CO2: Describe the role of investment avenues in business environment

CO3: Apply the fundamental values for deciding to buy, sell or hold securities

CO4: Compute the figures for portfolio investments using different models

CO5: Evaluate the portfolios by using performance indices

BCH 610: INTERPERSONAL SKILLS IN MANAGEMENT

Course Objective

The course aims to make students aware regarding interpersonal skills and its use in effective decision making.

Course Learning Outcomes

After completion of this course the students shall be the able to:

CO1: Understand the concept and significance of interpersonal skills

CO2: Learn about self-assessment, its need and techniques

CO3: Describe the interpersonal communication process and interpersonal skills for the digital world

CO5: Get knowledge about team work skills and creating high performance teams

CO6: Analyse group problem solving and transaction analysis

BCH 611: INTERNATIONAL HUMAN RESOURCE MANAGEMENT

Course Objective:

The course aims to make students aware of the International Human Resource Perspectives that may be required while dealing with the international work environment, people and problems.

Course Learning Outcomes:

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

CO 1: understand the International level human resource management practices and policies

CO 2: describe the practices relating to recruitment and selection at international level

CO 3: analyze training and development and international compensation management aspects

CO 4: identify various career websites and international cultural aspects

CO 5: familiarize with various aspects of industrial relations at national and international level

BBA

Session 2022-23, 2023-24

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

1. To provide high quality professional education to management students.
2. To focus on the holistic development of the student with conceptual clarity, analytical ability, critical thinking and communication skills.
3. To prepare young minds with a positive attitude for excellent performance and committed service.
4. To facilitate the entrepreneurial journey of students by providing them with the breadth and depth of knowledge required to start a business.
5. To develop management professionals who are able to leverage theoretical knowledge to design sustainable solutions to real world problems.

PROGRAMME OUTCOMES (PO) UG

1. The B.B.A programme is designed to inculcate professional and managerial expertise in students.
2. The programme will help the students to demonstrate an understanding and appreciation of ethical principles at both the professional and community level.
3. Graduates with acquired skills and enhanced knowledge will be employable/ become entrepreneurs or will pursue higher education.
4. The course will help students to acquire skills keeping in synchronization according to the changing trends in education and in the market.
5. Graduates will be able to develop practical skills and personalities through skill enhancement inducing courses.

PROGRAM SPECIFIC OBJECTIVES (PSO)

On completion of the Programme, the Under Graduates will be able to

1. The students will be able to learn and integrate finance & accounting skills, entrepreneurship & managerial skills, practical skills, analytical skills leadership skills, investment skills, computing skills, and digital skills for real-time problem-solving.
2. The students will be able to apply the theoretical ideas into various business circumstances and will be able to develop consciousness regarding the environment, and will also be sensitized for human values and moral demeanor essential to run a sustainable business.
3. To integrate knowledge, skill and attitude that will sustain an environment of learning and creativity among the students with an assurance for good careers.

SEMESTER-I

BBA 102: 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: Understand the concepts related to Business.

CO2: demonstrate basic knowledge of management and organization.

CO3: understand how successful managers effectively and efficiently use these functions and their business resources to achieve organizational objectives.

CO4: Demonstrate the roles, skills and functions of management.

CO5: Integrate management principles into management practices.

CO6: Explain the components of direction- leadership, motivation and communication

BBA 103: 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:

CO1: understand data description and data presentation in a business environment

CO2: Analyze the relationship between two variables

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

CO4: Analyze trend and seasonality in a time series data

CO5: Apply statistics to different managerial situations

CO6: understand basic theoretical and applied principles of statistics needed to enter the job force.

Semester-II

BBA 201: 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.

CO4: develop reflective understanding of consumer behaviour with various approaches.

CO5: analyse the market structure of economy and behaviour of firms.

BBA 202: 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

CO4: understand accounting concepts, tools, and techniques influencing business organisations.

CO5: exposed to practical aspects of accounting practiced by companies/ corporations.

BBA 203: 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: Demonstrate an enhanced appreciation for the relevance and practical application of ethics in the role of management

CO2: Critically evaluate the range of ethical issues that arise in management, and business organisations and the theories that are used to model these issues and demonstrate an ability to propose solutions to those issues.

CO3: analyse various ethical codes in corporate governance

- CO4:** Demonstrate detailed knowledge of the development of Corporate Social Responsibility and the responsibilities of business corporations beyond profit maximisation.
- CO5:** understand the latest trends and real-life strategies adopted by companies during uncertainty.

SEMESTER-III

BBA-301: Organisational 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 Behaviour in the 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.

BBA-302 Principles of Marketing Management

Course Objective

The objective of the course is to develop the ability in the students to define and analyze 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: Developing communication and marketing skills and generate employability.

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

BBA-303: PRODUCTION AND OPERATIONS MANAGEMENT

Course Objective

The course will provide understanding about various functions and disciplines of Production & Operations Management.

Course Learning Outcomes

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

CO 1: Illustrate various types of methods for problem solving in production.

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

CO 3: Experiments various methods of materials management.

CO 4: Adopt total quality management concept in professional life.

BBA-304: A. BUSINESS RESEARCH METHODOLOGY

Course Objective

The objective of the course is to familiarize the students to identify correct statistical tools to solve problems in hand.

Course Learning Outcomes: After completing the course, the students shall be able to:

CO 1: Analyze research design and scaling methods.

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

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

CO 4: Calculate, present, and discuss descriptive and inferential statistics.

BBA-304: B. 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 and economic environment.

Course Learning Outcomes: After completing the course, the students shall be able to:

CO 1: Analyze the environment of a business from legal and regulatory, macroeconomic, cultural, political and natural perspectives.

CO 2: Critical examine the present scenarios that synthesize business environment information.

CO 3: Conduct a logical and scientific analysis of specific component of the business environment.

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

BBA-304: C. BANKING AND INSURANCE

Course Objective

The objective of the course is to make the students understand the working and principles of banking and insurance sector.

Course Learning Outcomes: After completing the course, the students shall be able to:

CO 1: Know about the various banking institutions and banking products.

CO 2: Understand the various elements of regulation and control in the insurance industry.

CO 3: Understand the nature of employability in banking industry.

CO 4: Gain lifelong learning about of insurance and various assurance products.

BBA-305: SEMINAR ON ENTREPRENEURSHIP

Course Objective

The objective of this course is to make the students to understand various issues involved in starting a venture, apply the growth strategies and scaling up the venture.

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: Enhance the students with decision making skills to start a venture, monitor and evaluate it.

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

Semester-IV

BBA-401 HUMAN RESOURCE MANAGEMENT

Course Objective

Upon completion, the student should be able to indicate and explain various human resource 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 after critical evaluation.

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

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

BBA-402 FINANCIAL MANAGEMENT

Course Objective

The objective of the course is to help the students to 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: Understand the Financial Management background and its scope and objectives and its applicability in life.

CO 2: Understand the Dividend policies to analyze the financial decisions.

CO 3: Critical examine the working of cost of capital and best selection of sources.

CO 4: Understand importance of risk and its management within context of financial decision making.

BBA 403: ORGANIZATIONAL DEVELOPMENT AND CHANGE

Course Objective:

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

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.

BBA-404 E-COMMERCE

Course Objective

This course focuses on principles of e-commerce from business perspective, providing an overview of business and technology topics, business models, virtual value chains and social innovation and marketing strategies.

Course Learning Outcomes: After completing the course, the students shall be able to:

CO 1: Understand the basic concepts and technologies used in the field of management information systems.

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

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

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

BBA 405: A. BUSINESS DATA ANALYTICS

Course Objective

The course aims to introduce the learners with practical knowledge of business intelligence and analytics, which include the use of data, statistical and quantitative analysis, exploratory and predictive models.

Course Learning Outcomes: After the completion of the course, the learners will be able to:

CO1: Understand the basic concept of data analytics by considering various approaches regarding it.

CO2: Demonstrate logical and reasoning skills for computation and aggregation of data.

CO3: Present data with the help of charts pivot tables as per the application required.

CO4: Analyse data using software package and interpret the results.

CO5: Apply textual data and interpret the results to solve particular problem.

BBA 405: B. INTERNATIONAL BUSINESS ENVIRONMENT

Course Objective

The objective of the course is to impart basic knowledge regarding the international business environment.

Course Learning Outcomes: After completing the course, the students shall be able to:

CO 1: understand the contemporary issues in international business environment.

CO 2: Acquire knowledge about the role and working of various international bodies and organisations like WTO, UNCTAD, IMF etc.

CO 3: Practical examine the various strategies of entering into an international market.

CO 4: Analytical understand the unique issues and challenges faced by firms involved in international activities.

BBA 405: C. AUDITING PRACTICES

Course Objectives

The objective of this paper is to help students to acquire knowledge of auditing practices.

Course Learning Outcomes: After completing the course, the students shall be able to:

CO 1: Understand the planning and various techniques of auditing.

CO 2: Demonstrate critical thinking and analysis skills that solve business problems in a real-world context.

CO 3: Understand the ethical issues involved in auditing.

SEMESTER-V

BBA-501: RETAIL MANAGEMENT

Course Objective

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

Course Learning Outcomes

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

CO1: Understand the functions of retail business and various retail formats and retail channels.

CO2: Understand, key drivers of retail supply chain and how to select a retail store location?

CO3: Evaluate current retailing trends based on consumer, legal and competitive environments.

CO4: Identify various retail opportunities and evaluate the strategies associated with each type of opportunity.

CO5: Distinguish and characterize the factors and management tools that retailers consider and use when developing their merchandise mix.

CO6: Analyze Retail Market and Financial Strategy including product pricing.

BBA-502: 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: Understand general and specific provisions of Indian Contract Act, 1872

CO2: Explain various provisions dealing with Negotiable Instruments

CO3: Describe legal remedies available to consumers under Consumer Protection Act, 2019

CO4: Demonstrate an understanding of the Legal Environment of Business.

CO5: Apply basic legal knowledge to business transactions.

CO6: Communicate effectively using standard business and legal terminology.

BBA-503: (A) 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:

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.

CO3: Students will get disciplinary knowledge of advertising along with growing importance of creativity in Ads in today's competitive world.

CO4: The course enables the students to develop communication and critical thinking skills

CO5: Students will be equipped with professional skills required to motivate and train the sales force and enhance their productivity.

BBA-503: (B) 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.

CO3: Students should be able to elaborate the concept of Industrial Relations.

CO4: Critically analyze industrial relations and apply exemplary decision making skills to achieve industrial cooperation.

CO5: Demonstrate moral and ethical reasoning while handling grievance mechanism.

BBA-503: (C) 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.

CO4: Demonstrate an awareness of the current structure and regulation of the Indian financial services sector.

CO5: Evaluate and create strategies to promote financial products and services.

BBA-504(A): 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.

CO4: Recognize the brand image, brand awareness, brand decision, brand personality and also the benefits of brand

CO5: Express the brand extension, line extension, brand licensing, franchising and global marketing

BBA-504(B): 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: Analyses the training needs of an organization.

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

CO4: Analytical reasoning and problem solving in respect to human resource management.

CO5: Scientific reasoning while deciding training and development needs of human resources.

BBA 504: (C) 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.

CO4: Evaluate empirical evidence of the market performance and accordingly the role of regulatory authorities to develop the financial market.

SEMESTER-VI

BBA-601: 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

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

CO4: Improve their knowledge and skills relevant to their areas of specialization.

CO5: Relate, apply and adapt relevant knowledge, concepts and theories within an industrial organization, practice and ethics

BBA-602: 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.

CO3: Demonstrate and apply research skills to complete a project.

CO4: Identify skills and capabilities that intersect effectively with the needs of industry.

B.COM (ACCOUNTING & FINANCE)

SESSION 2022-23, 2023-24

PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

- To prepare the graduate students for setting up their career in the field of Commerce.
- To provide basic and advanced learning to the graduates for making them capable for professional and business work environment
- To make the students a ready workforce by achieving the proficient standards in the international business milieu.
- To enable the graduates to apply the gained knowledge for business decision making.

PROGRAMME OUTCOMES (PO) UG

- Graduates will be able to comprehend the adequate knowledge about the concepts, principles and tools required for effective business skills.
- Students will be able to gain a thorough and logical understanding in fundamentals of commerce to enable them to avail more career opportunities.
- The students will be able to cope with latest development in commerce and business at national and global level.
- The students will be able to make themselves ready to face the modern-day challenges in business world and will be made equipped with practical exposure in the field of commerce.

PROGRAM SPECIFIC OBJECTIVES (PSO)

From this course the students will gain Knowledge regarding:

- The students will be able to learn basic knowledge regarding accounting, finance, banking, insurance, business, management, law, taxation, statistics, marketing, economics, and soft skills along with the basic knowledge of computer.
- The students will understand the theoretical concepts of running a business as well as learn the practical applicability of these concepts in into various business situations and this will generate moral and ethical values among students which are required to run a business.
- This will enhance overall knowledge among the students which is required as a pre-requisite job skill as accountants, businessmen, bankers, managers, entrepreneurs, auditors, consultants and financial analysts.

SEMESTER-I

BCAF 102: FINANCIAL ACCOUNTING

Objectives:

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

Course learning outcomes:

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

CO1: Understand the theoretical framework of accounting as an information system and double entry system.

CO2: Learn the various accounting principles and their implication while accounting.

CO3: Apply critical thinking and develop computing skills while handling problems in financial accounting.

CO4: Prepare final accounts, bank reconciliation statement and partnership accounts.

CO5: Usage of tally software ERP.9.

BCAF 103: BUSINESS LAW

Objective: The objective of the course is to impart basic knowledge of the important business legislation along with relevant legal cases.

Course learning outcomes:

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

CO1: Understand general and specific provisions of Indian Contract Act, 1872

CO2: Explain various provisions dealing with negotiable instruments

CO3: Describe legal remedies available to consumers under Consumer Protection Act, 1986

CO4: Comprehend impact of the above mentioned acts on business transactions in India.

SEMESTER-II

BCAF 201: CORPORATE ACCOUNTING

Objectives: The objective of this paper is to acquire conceptual Knowledge of amalgamation, reconstruction, liquidation procedure and accounting of companies as per the provisions of companies Act 2013.

Course learning outcomes:

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

CO1: accounting treatment of issue forfeiture and reissue of shares.

CO2: develop various provisions of redemption of preference share and debentures.CO3: develop various ways for valuation of share and goodwill.

CO4: construct consolidated balance sheet of holding companies.

CO5: develop the various steps involved in liquidation up of a company.

BCAF 202: BUSINESS ORGANISATION AND MANAGEMENT

Objective: The paper aims to provide basic knowledge to the students about the organisation and management of a business enterprise.

Course learning outcomes:

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

CO1: Understand managerial skills to organize and operate various kinds of business organization.

CO2: management thoughts of FW Taylor, Henry Fayol, Elton Mayo and Peter Drucker.

CO3: Develop motivational and leadership skills for effective direction.

CO4: establishment of effective control system.

BCAF 203: CORPORATE LAWS

Objective: This course will impart students with legal provisions of Companies Act, 2013 regarding formation of company.

Course learning outcomes:

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

CO1: Analysis different kinds of companies and procedure to form a company.

CO2: Understand registration procedure and documentation such as MOA, AOA etc.CO3: Learn director's appointment, removal and role in the company.

CO4: Learn the shareholders, directors and special meetings procedure.

CO5: Study winding up modes and consequences.