

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

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

### **PSO 1:**

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

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

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

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

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

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

- To update basics of economics
- To analyze the consumer preferences through the study of indifference curve analysis
- To study the concept of revenue and cost

- To study applications of production theory
- To study the various markets conditions

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

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

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

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

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

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

#### **CO 7: ACCOUNTING FOR MANAGERIAL DECISIONS**

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

#### **CO 8: FINANCIAL INSTITUTIONS AND MARKETS**

- To know the Indian financial system and economic development
- To familiarize with stock exchange functions
- To study the Indian capital market

- To analyze the depository system in India
- To know the present structure and functions of commerce banks

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

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

#### **CO 10: BUSINESS ENVIRONMENT**

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

#### **CO 11: WORKSHOP ON COMMUNICATION SKILLS**

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

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

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

**PSO 2:**

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

**CO 13: STRATEGIC COST MANAGEMENT**

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

**CO 14: CORPORATE LEGAL FRAMEWORK**

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

**CO 15: DIRECT TAX**

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

**CO 16: MARKETING MANAGEMENT**

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

### **CO 17: PROJECT MANAGEMENT**

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

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

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

### **CO 19: MANAGEMENT OF FINANCIAL SERVICES**

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

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

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

### **CO 21 HUMAN RESOURCE MANAGEMENT**

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

### **CO 22 FUNDAMENTALS OF INVESTMENT**

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

### **CO 23 BANKING AND INSURANCE SERVICES**

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

### **CO 24 CORPORATE TAX PLANNING**

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

### **CO 25 CORPORATE GOVERNANCE**

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

### **CO 26 SEMINAR BASED ON CASE STUDIES**

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

### **CO 27 INTERNATIONAL FINANCE**

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

- To examine the techniques of foreign exchange exposure

### **CO 28 SEMINAR ON INTERNATIONAL BUSINESS**

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

### **PO 2: M.B.A. (LEADERSHIP DEVELOPMENT)**

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

### **PSO I**

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

### **CO-I MBA (LD)101-MANAGEMENT PRACTICES**

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

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

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.

### **CO-III ECONOMICS FOR LEADERS**

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

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

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 students skills in interpreting financial statements

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

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

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

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.

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

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.

#### **CO-VIII HUMAN RESOURCE MANAGEMENT**

The student should be able to critically analyze organizational situations, prescribe courses of action necessary for problem solving, and integrate the steps necessary for effective implementation. 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

#### **CO-IX MARKETING MANAGEMENT**

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.

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

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. At the conclusion of the course students should be able to develop the skills to identify the appropriate statistical techniques for the analysis of data and to learn how to collect, analyze, present and interpret research data

#### **CO-XI STRATEGIC LEADERSHIP**

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

#### **CO-XII WORKSHOP ONE-BUSINESS**

This course introduces students to various aspects and models for e-business. At the end of the course participants should have an understanding of the impacts which e-business is having on society, markets commerce. 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.

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

The workshop 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.

#### **CO-XIV MBA(LD)207-SEMINAR ON BUSINESS AND LEADERSHIP ISSUES-II**

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

#### **PSO II**

The students will learn the concept of cross cultural leadership and ethos in business practices. Practical knowledge will be imparted through major projects on current business issues that will be undertaken by students.

#### **CO-I ORGANISATIONAL RESILIENCE**

The objective of this course is to make the students understand the nature of individual and organizational resilience and also prepare them to solve problems without the usual or obvious tools and prepare them to improvise rapid response to crisis.

#### **CO-II CROSS-CULTURAL LEADERSHIP**

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

### **CO-III MULTIPLE INTELLIGENCE: STRATEGIC LEADERSHIP COMPONENTS**

The objective of the course is to inculcate such traits among the students as will help them in becoming socially, emotionally and morally balanced personalities so as to lead the organizations Intelligence.

### **CO-IV INDIAN ETHOS AND LEADERSHIP**

The objective of the course are to help students gain an understanding of Indian ethos and its applications in leadership decision making.

### **CO-V WORKSHOP ON PERSONAL RESILIENCE**

This workshop focuses on achieving balances, confidence and personal strength in resilient environment.

### **CO-VI WORKSHOP ON LEADERSHIP LESSONS FROM THE MOVIES**

The objective of the course is to engage students in the learning process by getting them to teach themselves and each other through the medium of motion pictures.

### **CO-VII MLD-307 SEMINAR ON SUMMER TRAINING PROJECT REPORT**

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

### **CO-VIII VIVA ON SUMMER TRAINING PROJECT REPORT**

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.

### **CO-IX LEADERSHIP FOR INNOVATORS**

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.

### **CO-X MANAGEMENT INFORMATION SYSTEM**

The course introduces the fundamental concepts underlying the design, implementation, control, and evaluation of business-oriented computer based information systems, e-commerce models, office automation, information reporting, and decision-making

### **CO-XI LEADERSHIP ESSAY**

The course helps the students in developing reading and writing skills in their respective specialized fields.

### **CO-XII MAJOR PROJECT ON CURRENT BUSINESS ISSUES**

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.

### **CO-XIII SERVICE and DIGITAL MARKETING**

The objective of this course is to introduce the learner to the service sector management and its process. Further the students will understand the strategic role of services marketing and develop the ability to define and analyze the problems dealt with by managers. The course also focuses on the topic like digital marketing will is an upcoming topic of marketing field.

### **CO-XIV CONSUMER BEHAVIOR and CUSTOMER ENGAGEMENT**

Upon the satisfactory completion of this course the students will be able to understand the theory of consumer and industrial buyer behavior .They will understand how information and communication flows, and external influences can affect purchasing decisions and the relevance of customer engagement in the present context

### **CO-XV WORKSHOP ON MARKETING FOR RESULTS**

The students will gain insights into the marketing competition and its impact on the functioning of a business. The workshop 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

### **CO-XVI MANAGING EMPLOYEES AND PEER RELATIONS**

Employee relations and peer management are integral part of leadership development. The concerned study is essential for synergy and team spirit of employees and peer groups at workplace. Upon the completion of this course, students will learn the strategies to manage employee and peer relations and the various etiquettes needed at the workplace.

### **CO-XVII PSYCHOLOGY FOR LEADERS**

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

### **CO-XVIII Workshop on Developing Human Capital**

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.

### **CO-XIX ENTREPRENEURIAL FINANCE**

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.

### **CO-XX GLOBAL FINANCE**

The course has been developed to acquaint the students with the basic terminology linked with foreign exchange markets, measurement of foreign exchange exposure and international financial instruments and cross border investments

### **CO-XXI WORKSHOP ON FINANCIAL FUNDAMENTALS**

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

### **PO 3: B.COM**

- After completing the three years Bachelors in Commerce programme, the students would get the thorough understanding of fundamentals of commerce.
- This programme enable every student to cope with latest development in contemporary, national and global level.
- The curriculum of this programme offers a number of value based and job oriented courses through specialization and practical exposure.

### **PSO 1**

- The students will learn quantitative and qualitative knowledge relevant to obtain skills regarding business, management, accounting and law.
- To aware the students about environment, inculcating human values and to develop ethical business professionals

### **CO1 : ENVIRONMENTAL AND ROAD SAFETY AWARENESS**

To help students acquire an awareness and sensitivity to the total environment and allied problems with road safety measures.

### **CO2: FINANCIAL ACCOUNTING**

The course puts a strong emphasis on developing analytical skills and offers a solid grounding and professional competence in financial accounting.

### **CO3: BUSINESS ORGANISATION AND MANAGEMENT**

To help the students learn to suggest and diagnose some solutions for managerial and operational problems.

### **CO4: HUMAN VALUES AND PROFESSIONAL EHTICS**

To inspire moral, social values and loyalty among students for creating awareness on professional ethics and human values

### **CO5: BUSINESS LAW**

To provide the students with knowledge of legal environment and principles in which consumers and business operate.

## **CO6: COMPUTERISED ACCOUNTING**

The students will be able to acquire competency to enter accounting transactions in the accounting software.

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

To provide the knowledge regarding problems of drug abuse, making students aware about various measures for their prevention and management.

### **PSO 2:**

- The students will gain systematic knowledge of various disciplines of law and accounting.
- The students will be able to recognize the features and role of businessman, entrepreneurs, consultants, statisticians and economists.

## **CO1: COMPANY LAW AND AUDITING**

To create an understanding among students regarding legal provisions of companies act and the role of audit profession.

## **CO2: CORPORATE ACCOUNTING**

To create the knowledge regarding the maintenance of company's account as per the provisions of companies act.

## **CO3: COMPUTER APPLICATIONS IN BUSINESS**

To provide the practical knowledge regarding the computer terminology, hardware and software related to business environment.

## **CO4: BUSINESS ECONOMICS**

To help students learn and understand the concepts and principles to apply them on variety of economic situations.

## **CO5: INCOME TAX LAW AND PRACTICE**

To create an understanding regarding relevant provisions of direct tax code and their practical applications.

## **CO6: COST ACCOUNTING**

To understand the fundamental concepts of cost accounting and apply cost accounting methods to identify profitable products and services.

### **CO7: ENTREPRENEURSHIP**

To develop the ability of analyzing various aspects regarding entrepreneurship and the role of entrepreneurial development programme.

### **CO8: BUSINESS MATHEMATICS AND STATISTICS**

To create a deeper understanding among students regarding mathematical theories and provides the solid knowledge of elementary statistics.

### **CO9: CONTEMPORARY ACCOUNTING I**

To make students understand regarding various Indian accounting standards and financial reporting practices.

### **CO10: CONTEMPORARY ACCOUNTING II**

To provide the knowledge of recent practices in accounting procedures.

### **PSO 3**

- To build a strong foundation of knowledge in various areas of commerce.
- To provide the knowledge of specialized subjects of finance and management according to student's interests.

### **CO1: MANAGEMENT ACCOUNTING**

To make students understand regarding the managerial aspects of accounting to make effective decisions.

### **CO2: WORKSHOP ON PERSONALITY DEVELOPMENT**

To develop the personality of the students by enhancing their skills and practically train them for the future challenges.

### **CO3: MARKETING MANAGEMENT**

To train the students to apply concepts and techniques in marketing so they become acquainted with the functions of marketing managers.

### **CO4: HUMAN RESOURCE MANAGEMENT**

To provide the knowledge of principles and theories in human resource management and acquaint with the functions of human resource manager.

### **CO5: FINANCIAL MANAGEMENT**

To provide the understanding regarding financial theories and analytical tools needed to make good investment decisions.

#### **CO6: FINANCIAL MARKET OPERATIONS**

To make students understand regarding the working of money and capital market.

#### **CO7: INDIRECT TAX LAWS**

To acquaint the students with basic principles and provisions of indirect tax and to develop a broad understanding of accepted tax practices.

#### **CO8: SEMINAR ON GOVERNANCE, ETHICS AND SOCIAL RESPONSIBILITY OF BUSINESS**

To provide the independent learning regarding governance, ethics and social responsibility of business.

#### **CO9: BANKING AND INSURANCE**

To expertise students with the complex structure of banking and insurance through understanding of main regulations required.

#### **CO10: MONEY AND FINANCIAL INSTITUTIONS**

To provide a thorough understanding of importance of money, banking and financial institutions.

#### **CO11: FUNDAMENTALS OF INVESTMENT**

To acquaint the students with the basic understanding of various investment alternatives and how to value those investments.

#### **CO12: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT**

To provide an in-depth knowledge of theory and practices of portfolio management in context to make decisions

#### **CO13: E-COMMERCE I**

To introduce the students the fundamental principles of e-commerce and online trading.

#### **CO14: E-COMMERCE II**

To emphasis on knowledge of application of b2b technologies and e-governance models.

#### **PO 4: BCOM HONOURS**



In this students are exposed to general business principles, accounting, economics and quantitative skills. The basic objective of the programme is to open a channel of finance for students, who are interested in taking Account or Finance as a career.

The emphasis is on problem solving in the real business environment by way of summer training, industrial visits, case studies and projects. Experts from the industry are invited on a regular basis in order to upgrade students' knowledge and to provide an insight into the actual requirements of the industry.

### **PSO- I**

The aim of the first year course subjects is to enhance the language proficiency of students with specific emphasis on business communication . Besides introducing the fundamental knowledge of financial accounting , business laws and economics, the course also involves imbibing values in the students making them aware about the drug abuse and environmental issues by introducing various practical solutions .

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

The objective of this paper is to create awareness among the students with regard to their prevalent environmental issues such as global warming, environmental pollution.

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

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.

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

The objective of the course is to impart basic knowledge of the important business legislation along with relevant case law.

### **CO-IV MICRO ECONOMICS**

The objective of this paper is to impart the knowledge among students about the basic concepts of demand, consumer behavior and firm's behavior.

### **CO-V CORPORATE ACCOUNTING**

This paper enables the students to develop awareness about corporate accounting techniques followed by the corporate world in conformity with the provisions of Companies Act.

### **CO-VI CORPORATE LAWS**

The objective of the course is to impart basic knowledge of the important business legislation along with relevant case law.

### **CO-VII MACRO ECONOMICS**

To enable the students to understand the economy as a whole including the measurement and determination of aggregate demand and aggregate supply, national income, inflation and unemployment.

### **CO-VIII DRUG ABUSE: PROBLEMS, MANAGEMENT AND PREVENTION**

The objective of this paper is to enable the students to understand the harmful effects of drugs on human body and measures that can be taken by the individual and government to avoid drug abuse among youth.

### **PSO- II**

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

### **CO-I COST ACCOUNTING**

The objective of this paper is to help the students to acquire conceptual knowledge of cost accounting and to impart skills for maintaining cost records.

### **CO-II INCOME TAX LAW AND PRACTICES**

The objective of this paper is to help students to acquire conceptual and practical knowledge of Income tax law.

### **CO-III MANAGEMENT PRINCIPLES AND APPLICATIONS**

The objective of the paper is to provide the student with an understanding of basic management concepts, principles and practices.

### **CO-IV BUSINESS MATHEMATICS AND STATISTICS**

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.

### **CO-V BANKING OPERATIONS AND PROCEDURES**

The objective of this paper is to help students to acquire conceptual knowledge of banking structure, operations and procedures.

### **CO-VI FUNDAMENTALS OF INSURANCE**

The objective of this paper is to help students to acquire knowledge of insurance principles and practices.

### **CO-VII MANAGEMENT ACCOUNTING**

The objective of this paper is to help the students to develop conceptual knowledge of managerial techniques of accounting and decision making.

### **CO-VIII AUDITING PRACTICES**

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

### **PSO-III**

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

### **CO-I INDIRECT TAXES**

The objective of this paper is to help students to acquire conceptual knowledge of the indirect taxes and to impart in depth knowledge of GST and Custom Act.

### **CO-II FUNDAMENTALS OF ENTREPRENEURSHIP**

The objective of the course is to develop an entrepreneurial way of thinking among students and to identify the opportunities available to entrepreneurs.

### **CO-III E-COMMERCE**

The objective of the course is to help the students to explore the coverage and delivery of electronic commerce education.

### **CO-IV ACCOUNTING THEORY AND FINANCIAL REPORTING**

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

### **CO-V PRINCIPLES OF MARKETING**

The objective of the course is to impart basic knowledge of the important principles of marketing.

#### **CO-VI INDIAN FOREIGN TRADE**

The objective of the course is to impart knowledge among students about the effects of globalisation and the importance of dynamic global economy.

#### **CO-VII SEMINAR ON SUMMER TRAINING**

The Students are required to present a seminar on their summer training. The objective of the seminar is to share the ideas and to enhance the presentation skills on their respective themes.

#### **CO-VIII FINANCIAL MANAGEMENT**

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

#### **CO-IX CORPORATE GOVERNANCE AND SOCIAL RESPONSIBILITY OF BUSINESS**

The objective of the course is to impart basic knowledge regarding role played by corporate governance and corporate social responsibility in business expansion.

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

The objective of the course is to develop the theoretical knowledge related to role of production and operation management in business process.

#### **CO-XI FINANCIAL INSTITUTIONS AND MARKETS**

The objective of the course is to develop knowledge of students regarding financial institutions, markets and services, and financial regulators in the country.

#### **CO-XII ADVERTISEMENT AND BRAND MANAGEMENT**

The objective of the course is to impart knowledge regarding the role of marketing communication platforms in effective brand management.

#### **CO-XIII INTERNATIONAL BUSINESS ENVIRONMENT**

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

#### **CO-XIV SEMINAR ON CURRENT BUSINESS ISSUES**

The objective of the seminar is to gain knowledge, sharing ideas and exchanging views by exploring various current issues and case studies to enhance the presentation skills on respective theme.

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

After completing three years for Bachelors in Commerce (Accounting and Finance) program, students would gain a thorough grounding in the fundamentals of Commerce and Finance. The commerce and finance focused curriculum offers a number of specializations and practical exposures which would equip the student to face the modern day challenges in commerce and business. Students will be able to demonstrate progressive learning of various tax issues And tax forms related to individuals. Students will be able to demonstrate knowledge in setting up a computerized set of accounting books. Students will learn relevant managerial accounting career skills, applying both quantitative and qualitative knowledge to their future careers in business. Students will gain thorough systematic and subject skills within various disciplines of commerce, business, accounting, economics, finance, management of finance, auditing, banking, international finance, project planning, management and marketing.

#### **PSO I**

Students get familiar with fundamentals of financial and corporate accounting in context to business entities, computerized accounting systems, basic laws related to business entities and essentials of organizing and managing business enterprises. Conceptual overview of environment protection and road safety awareness; & management and prevention of drug abuse.

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

This subject provides the fundamental knowledge, values, attitude and commitment about environmental science and conservation.

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

Basic theoretical and practical knowledge about book keeping, accounting framework, financial accounting concepts and conventions along with partnership firms and special emphasis on computerized accounting system.

**CO III - BUSINESS LAW:**

To understand the basics principles and essentials of Indian Contract Act 1872, negotiable instrument act 1881 and consumer protection act 1986. Provide knowledge of the legal environment in which a consumer and businesses operates.

**CO IV -CORPORATE ACCOUNTING:**

This course covers the characteristics of Indian corporate accounting environment and provides comprehensive coverage of consolidation issues and equity investments. Also enable them to analysis the issues relating to banking and non banking companies.

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

The course provide students to study general organisation theory and the behaviour of groups and individuals within organisations, including the processes of team work/team building, and then focus on applications to specific business contexts with particular reference to the fundamentals of management, and the concept of organizational structure.

**CO VI - CORPORATE LAW:**

To encourage the development of students' skills in legal reasoning and analysis through study of statutes, case law and regulatory practice relating to Company Law, to provide students with an awareness of current policy trends and developments in Company Law.

**CO VII - DRUG ABUSE:**

How to identify the most commonly abused drugs, recognize patterns of use and develop approaches for management and prevention of drug abuse.

**PSO II**

Students will be able to demonstrate progressive learning of various tax issues and tax forms related to individuals. Students will be able to demonstrate knowledge in setting up a computerized set of accounting books. also enable the students to understand the concept of financial management, cost accounting and fundamentals of statistics .This course also develop the different skills like effective communication, business ethics and values, decision making, problem solving in day to day business affaires .

#### **CO I - FINANCIAL MANAGEMENT:**

This course makes understanding of the overall role and importance of the finance function. Demonstrate basic finance management knowledge. Demonstrate ability of financial management and forecast, ensuring competitiveness of a company and increasing its added value in the changing environment of global economy.

#### **CO II - COST ACCOUNTING:**

Provide conceptual knowledge of cost accounting, which covers the cost concepts, cost accounting systems and various kinds of costing techniques which are necessary for the business organizations.

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

It provide basic introduction about the concept of income tax act 1961, covers the various terms and definitions of income tax, heads of income tax and assessment of total income of various form of business organizations.

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

Provide fundamental knowledge about the practical implication of computer in commerce and management.

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

This course develops the verbal and non-verbal communication skills which would be quite useful for them in the competitive world and also enhance the ability to tackle stress related, social and management issues.

#### **CO VI – MANAGEMENT ACCOUNTING:**

The purpose of this course is to help the student to acquire conceptual knowledge of financial information and to impart skills for analysis and interpretation of financial information for management use.

#### **CO VII – INDIRECT TAX LAWS:**

The purpose of this course is to provide the basic information and conceptual knowledge about the goods and service tax act (GST), central excise tax act and custom law prevailing in India.

#### **CO VIII – FUNDAMENTALS OF STATISTICS:**

To introduce the basics of statistics, to impart them theoretical and practical knowledge about the various statistical tools and techniques useful in business decisions making.

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

To provide the students with the knowledge on E-Accounting and skills required to obtain an understanding on TALLY software and its updates.

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

To provide knowledge sharing platform for students about corporate governance and business ethics and also to enhance their presentation skills on respective theme.

#### **PSO III**

Students will learn relevant career skills in investment management, banking and insurance , auditing and corporate governance , project planning , public finance , international finance , corporate tax planning , security and portfolio management . also enable them to understand the concept of Indian economy and various components of Indian economy that effects the business environment.

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



The purpose of this course is to acquaint the students with various contemporary issues in accounting and make them familiar with the International financial reporting issues in accounting.

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

To provide the students with the knowledge of comprehensive understanding of stock market operations involving the structure, trading and settlement procedure, instruments and process of stock market operations, make them enable to understand and analysis the activities of stock market at national and international level.

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

The aim of this course is to make student understand the concept of money and money supply and to study the role of financial institutions and financial markets in the growth of economy.

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

The purpose of this course is to provide the basic information and knowledge about the concept theories and policies regarding accounting theory. Also help understand the concept and approaches of human resource, social, environmental accounting; and corporate & financial reporting.

#### **CO V – BANKING AND INSURANCE:**

The purpose of this course is to acquaint the students with prevailing banking and insurance laws practices in India, which impart them with knowledge regarding banking and insurance industry in India.

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

The aim of this course is to make student understand the concepts and issues in Auditing and to familiarize with the knowledge of emerging trends in the good governance practices in the global and Indian Context.

#### **CO VII – BUSINESS ECONOMICS:**

This course helps the students to acquire the knowledge of basic concepts micro-economics for business decision making and helping the students to understand the application of economic principles in business management and various market structure of the economy.

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

The purpose of this course is to acquaint with the comprehensive knowledge about security analysis and portfolio management and equipping for taking profitable investment decisions.

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

This course will familiarize the students with the intense knowledge to undertake feasibility study of industrial projects, appraise the projects from private, commercial as well as social angles, and prepare detailed project reports.

**CO X – INDIAN ECONOMY:**

This course is to provide the basic knowledge about the nature of Indian Economy and its requirements, different segment like agriculture, manufacturing industries, and service sector. It also enlightens the importance of Indian planning and foreign trade.

**CO XI – PUBLIC FINANCE:**

This course helps the students to acquire the knowledge about the importance and role of public finance, public debt, and federal finance in the economic development of a country.

**CO XII– INTERNATIONAL FINANCE:**

The purpose of this course is to acquaint with an understanding of the financial management issues faced in the business firms dealing in international business, its evolution and growing importance of international finance as well as challenging thrown up by increasing globalization of finance.

**CO XIII – CORPORATE TAX PLANNING:**

To make the students familiar with latest provision of the Indian corporate tax laws and related judicial pronouncements having implications for corporate tax planning.

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

The purpose of this course is to provide the basic information and conceptual knowledge of change management skills to equip the students to proactively engage them in the change process in the workplace.

### **PO 6: BBA**

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

### **PSO -I**

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

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

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

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

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.

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

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.

### **CO-IV: MANAGERIAL ECONOMICS**

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

#### **CO-V: BUSINESS ACCOUNTING**

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

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

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

#### **PSO-II**

The students will gain fair knowledge of research methods which are helpful in decision making in organizations. They will enhance their skills in the fields of Marketing, Human Resource, Financial Management, Production and Operation management and Business Environment.

#### **CO-I: Organisational Behaviour**

The objective of the course is to familiarize the students with management concepts, behavioral processes and group Dynamics in organization.

#### **CO-II: Principles of Marketing Management**

The objective of the course is to enable the students to understand the basic elements of marketing. It will enhance the marketing skills of the students that are needed in the modern business world.

#### **CO-III: Production and Operations Management**

The objective of this course is to have an understanding of production and operational issues in manufacturing organizations. it will inculcate the knowledge of competitive decisions regarding manufacturing and operation system, forecasting ,location ,layout and inventory.

#### **CO-IV: BUSINESS RESEARCH METHODOLOGY**

The objective of the course is to familiarize the students with the concepts, tools and practices of business research. To enable the students to learn the decision making process using research in business firms.

#### **CO-V: Seminar on Entrepreneurship**

The objective of the course to give practical insight to entrepreneurship and inculcate the qualities that will encourage students to become future entrepreneurs.

**CO-VI: Human Resource Management**

The objective of the course is to highlight the importance of HRM in an organization. To make the students well versed with the processes and mechanism of managing human resources.

**CO-VII: FINANCIAL MANAGEMENT**

The objective of the course is to expose the students to the fundamentals of finance and develop an understanding of tools and techniques that are used to value investment projects.

**CO-VIII:Organizational Development and Change**

The objective of this course is to develop the skills in students to identify the appropriate organizational development and change, analyze the organization problems and learn about the interlinkage of the organizations and weaknesses of the organizations.

**CO-IX: E-COMMERCE**

The objective of the course is to make students understand about the modern internet business practices. The students will gain comprehensive knowledge about creating, funding and managing internet businesses.

**CO-X:Business Environment**

The objective of this course is to enable students to analyze different types of legal, political, economical systems influencing business; to provide them introductory knowledge of Indian legal concepts and their application in Business Environment.

**PSO-III**

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

**CO-I: Industrial Training**

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

**CO-II: Retail Management**

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.

**CO-III: Business Law**

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

#### **CO-IV: Advertising and Sales**

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

#### **CO-V: Managing Industrial Relations**

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.

#### **CO-VI: Financial Instruments and Services**

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.

#### **CO-VII: Brand and Product Management**

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 lifecycle.

#### **CO-VIII: Training and Development**

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.

#### **CO-IX: Stock Market Operations**

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

