

2.6 Student Performance and Learning Outcomes

2.6.1: Programme Outcomes (POs) and Course Outcomes (COs) for all Programmes offered by the institution are stated and displayed on website.

The Vision and Mission statements, Program Outcomes (POs), and Course Outcomes (COs) are made available to all stakeholders through various channels, including the Institute's website, Student Guide (which is distributed on orientation day), and a compendium of Lesson Plans. These Lesson Plans also incorporate the alignment of COs and POs.

Stakeholder engagement is ensured through a continuous and interactive process. Even the new curriculum and syllabus, along with the COs and types of attributes, are provided on the GGSIPU website. This not only raises awareness of POs and COs but also clarifies the assessment methodology.

Assessment methods are categorized into two types:

Direct Assessment:

1. Academic Curricular Activities

- Mid Semester Exam (at the institute level)
- Written Assignments
- Subject Presentations
- Class Unit-Tests
- University End-Term Exam

Indirect Assessment:

1. Co-curricular Activities

- Pre-Placement Activities (such as Mock Interviews, Group Discussions, Aptitude Tests)
- Personality Development Exercises
- Guest Lectures, Workshops, Seminars, and Conferences
- MOOCs (Massive Open Online Courses)

1. Program Outcome for B. Com(H)

On Completion of the Program of Bachelor in Commerce, Graduates will be able to:

1. Develop comprehensive understanding of overall business and financial environment in India
2. Exhibit in depth knowledge of financial operations and decision making in an organisation
3. Enhance problem solving abilities for decision making in financial services and operations
4. Argue critical thinking skills and analytical ability to analyse business data using various techniques and technological tools
5. Communicate effectively, articulate accurately and present professionally
6. Create an inclusive culture with congenial interpersonal relationship and
7. Lead productive and proactive teams
8. Demonstrate awareness of ethical issues and sensitivity towards social and environmental challenges

2. Program specific outcomes for B.com (H)

On Completion of the Program of Bachelors in Commerce ,Graduates will be able to:

1. Demonstrate understanding of technology intervention in Finance
2. Augment skills for investment and trading in capital markets
3. Develop understanding on banking and financial services in India
4. Apply quantitative techniques and tools in commerce
5. Imbibe human values and sense of responsibilities towards self ,society and environment
6. Undergo holistic personality development with skills for effective functioning

3. Programme Outcomes (POs) of MBA

On completing the programme students should be able to:

PO1: Demonstrate an understanding of management concepts, principles and theories, and apply them in the context of organizational work practices.

PO2: Apply analytical and critical thinking skills to analyze the dynamic business environment and identify entrepreneurial and business opportunities and risks.

PO3: Prepare business strategies, develop concomitant functional and operational strategies and implement them in an integrated manner to efficiently and effectively achieve the functional goals and the business objectives.

PO4: Demonstrate an understanding of decision making processes at various levels of the organization with respect to resources mobilization and their efficient deployment and use to achieve the set goals.

PO5: Demonstrate the ability to analyse management problems, to identify and collect relevant data and to apply a creative problem-solving approach.

PO6: Identify and recommend the information technology based interventions to achieve organizational goals

PO7: Benchmark organizational and managerial practices against the principles of good governance, ethical conduct, corporate social responsibility and the imperatives of long-term societal welfare. **PO8:** Demonstrate effective communication and interpersonal skills as well as the ability to work with and lead teams.

PO9: Develop a lifelong learning approach manifested in their attitude to learn, unlearn and relearn and in their pursuit of excellence in professional, personal and social life.

4. Programme Outcome (PO) Bachelor of Business Administration (BBA)

On the successful completion of the BBA programme, students will be able to:

- Demonstrate ability to perform effectively as a team leader or team member for the achievement of defined organizational goals.
- Develop the diverse potential skills and competencies for managing businesses and entrepreneurial ventures.
- Acquire pre-requisite knowledge and skills to effectively accomplish visionary companies through creativity and strategic innovation.

5. Programme Outcome (PO) Bachelor of Computer Applications (PO's)

On Completion of the Program of Bachelors in Computer Applications , Graduates will be able to:

PO1 Understand the fundamental concepts of Computers, Software hardware and peripheral devices and evolution of computer technologies.

PO2 Familiarized with Business environment and Information Technology and its Applications in different domains.

PO3 Gain knowledge to identify, explain and apply functional programming and object-oriented programming techniques and use of databases to develop computer programs.

PO4 Analyze, design, implement and evaluate computerized solutions to real life problems, using appropriate computing methods including web applications.

PO5 Understand the front end and backend of software applications

PO6 Gain expertise in at least one emerging technology.

PO7 Acquire knowledge about computer architecture and organization, networks, network devices and their configuration, protocols, security concepts at various level etc.

PO8 Apply techniques of software validation and reliability analysis to the development of computer programs.

PO9 Acquire Technical, Communication and management Skills to convey or present information, applications, instructions, policies, procedures, decisions, documentations etc. verbally as well as in writing.

PO10 Recognize the various issues related to society, environment, health and vivid cultures and understand the responsibilities to contribute in providing the solutions.

PO11 Acquire technical skills to lead a productive life in the society as a professional or as an entrepreneur.

6. Programme Outcomes of BAJMC

PO1: Critical Thinking: Students would be able to gain conceptual and theoretical knowledge of Journalism and Mass Communication, and learn to think critically about issues and topics of the subject.

PO2: Problem Analysis: Students would be able to identify, formulate, review literature, and analyze research problems related to the subject.

PO3: Investigation Skills: Students would be able to use research- based knowledge and research methods including research design, survey analysis and interpretation of data, and synthesis of the information collected to provide valid and cogent conclusions.

PO4: Knowledge Application: Students would be able to apply conceptual knowledge and the knowledge gained through research to assess it's applicability and utility in the domain of society and nation.

PO5: Communication: Students would be able to communicate effectively about the research conducted, verbally as well as in written, write effective report, make effective presentation, and be an effective media communicator.

PO6: Learner for Life: Students would be able to engage in higher studies and research, and be a life- long learner in context of media studies.

1. Course Outcome Bachelor of Business Administration

SEMESTER-1

BBA 101: management process and organizational Behaviour

- CO1 Explore the evolution of the concepts of Management
- CO2 Examine the relevance of the theories of motivation
- CO3 Analyse the significance of organization and individual behaviour
- CO4 Analyse and relate individual team and group behaviour
- CO5 Exhibit leadership qualities by building effective teams
- CO6 Comprehensive dynamics of human behaviour

BBBA 103 Business mathematics

- CO1 ability to solve the problems of counting
- CO2 Proficiency in solving the problems of Matrix algebra
- CO3 Ability to solve the problem of differential calculus
- CO4 Capability to solve the problems of integral calculus
- CO5 Analysing business research problems

BBA 105 Financial Accounting and Analysis

- CO1 Comprehension about the concepts of accounting and relevance of GAAP and accounting standards
- CO2 Preparation of company final account script adjustment
- CO3 Appreciate contemporary issues and challenges in accounting
- CO4 Examine the concepts and the methods of depreciation
- CO5 Comprehension about accounting for shares and debentures
- CO6 Explore the role of stock exchanges and SEBI as a regulator
- CO7 Conduct comprehensive financial analysis of companies

BBA 107 Business Economics

- CO1 Understand the fundamental concepts of business economics
- CO2 Analyse the relationship between consumer behaviour and demand
- CO3 Explore the theory of production and through the use of ISO-QUANTS
- CO4 Understand the concept and relevance of short term and long term cost
- CO5 Examine pricing decisions under various market conditions
- CO6 Analyze economic challenges posted to business

BBA 109 IT applications in business

CO1 Explain the concepts of IT (Hardware ,Software,Networking, security ,web and applications).

CO2 Analyse the usage of IT product and services.

CO3 Use Internet, Web Services and resources for learning and discovery .

CO4 Explore the usage of tools of MS-Word and advanced Excel to solve business problems.

CO5 Comprehend the role of database in IT applications.

BBA 111 IT applications in business(Lab)

CO1 Explore the utility of applications provided by MS office

CO2 Proficiency in MS advanced Excel and PowerPoint

CO3 Effective and professional presentation and communication skills

CO4 Use tables and charts from Excel to create interactive and animated presentation

BBA 113 Entrepreneurial mindset (NUES)

CO 1- Exhibit entrepreneurs skills and abilities

CO 2- Imbibe creativity and innovativeness to explore new ideas and prospects .

CO 3-Explore laws and government assistance available for new entrepreneurs

CO4-Explore ways to achieve entrepreneurial success .

SEMESTER-2**BBA 102 Cost Accounting**

CO1 Comprehensive understanding and objective and scope of cost accounting in business

CO2 Explore cost control through various material controlling techniques

CO3 Evaluate the remuneration system and incentive schemes to deal with labor cost

CO4 Examine overhead costs through overhead functional analysis

CO5 Prepare journal sheet with computations of normal and abnormal profit/ loss

CO6 Prepare contract accounts using escalation clause

BBA 104 Decision techniques for business

CO1 Understand the basic concepts of statistics

CO2 Apply correlation and regression concepts in business and research problems

CO3 Explore the use of linear programming in business problems solving

CO4 Analyzed transportation and assignment problems

CO5 Evaluate alternatives before taking business decisions

BBA 106 Business Environment

CO1 Explore the business environment and its relevance

CO2 Comprehend the structure of Indian economy

CO3 Analyse the planning system and economic development in India

CO4 Examine the concepts of micro economics and determination of national income

CO5 Explore the macroeconomic framework

BBA 108 E- commerce

CO1 Examine strength and weakness of digital profiles of business organization

CO2 Explore ways to enhance online visibility of business

CO3 Analyse challenges of security privacy and legal jurisdiction in e commerce

CO4 Examine the barriers to successful online positioning of business

BBA 110 BUSINESS COMMUNICATION

CO1 Proficiency in formal return communication

CO2 Appreciate diversity and adapt to multicultural communication

CO3 Analyse the firms and methods of formal and informal mode of communication

CO4 Ability to make effective and well articulated presentations

CO5 Explore the significance of effective listening

BBA112 E-Commerce lab

CO1 Design develop and maintain a basic website

CO2 Create statistic HTML webpages

CO3 formulate controls for developing websites

CO4 demonstrate basic animation using HTML

BBA 114 MINOR PROJECT-1

CO1 identify a business problem or a field of study

CO2 Explore the environment to rectify potential research areas

CO3 Crystallize a business concern into a concrete business research problem

CO4 Explore alternative ways to resolve a business problem

SEMESTER-3

BBA 201 Business Laws

CO1 Examine various aspects of contract and implications of various types of contract

CO2 Interpret the regulation concerning the contract of sales of goods act 1930

CO3 Understand and analyse companies act 2013 with latest amendment

CO4 Examine the concepts of negotiable instrument act, 1881

CO5 comprehend the concepts of valid contract regarding business transactions.

BBA 203 Marketing Management

CO1 Explore the concepts of marketing management

CO2 Efforts in new product development product line and width and also product pricing

CO3 understand the role of relevance of place and intermediaries

CO4 Acquired skills to understand the factors which influence the promotional mix

CO5 Understand the concept and importance of direct marketing public relations and digital marketing

CO6 Acquires skills to handle marketing related business and research issues

BBA 205 Human Resource Management

CO1 Examine the concepts and relevance of HRM

CO2 Explore the various dimensions of human resource planning

CO3 Analyze the needs methods and designing of training and development programs

CO4 Exhibit the career planning and career development

CO5 Acquires skills for employees performance appraisal and to understand the relevance of employee maintenance and industrial relations

BBA 207 Management Accounting

CO1 Understand the nature and scope of management accounting

CO2 Analyse and interpret the accounting financial system of a company and its limitations

CO3 Executing skills to prepare various budgets

CO4 Examining the impact of different ratios on the financial performance of a company

CO5 Compute cash flow analysis and its likely impact on the company

BBA 209 Production and operations management

CO1 Interpret the basic concept and function of production and operational management

CO2 able to understand the process of design and development of production system

CO3 explore the various factors in deciding location and plant layout

CO4 articulate inventory management and JIT with quality management system and TQM

CO5 identify critical factors for plant maintenance

BBA 211 Business Research Methodology

Co1 outline the significance of research and research multiple

Co2 understand the basic conceptions cope of business research

Co3 formulate research process for solving the business related problem

Co4 examine the concept of measurements sampling and hypothesis testing

Co5 prepare a research report

BBA 213 Business Research Methodology Lab

CO1 acquire skills to use software advance Excel /SPSS

CO2 Examine research tools for solving business problems

CO3 Implement statistical tests for resolving an issue

CO4 demonstrate skills for decision making

BBA 217 Environmental studies

CO1 Environmental studies course will provide necessary information and knowledge about the various aspects of environment ecosystems and related biodiversity

CO2 Student will be able to learn and understand about the availability and sustainable use of resources environmental problems and short term and long term impacts to humans

CO3 Course will help them to learn about environmental policies and protocol social issues and role of human in conservation and protection of environment

CO4 Overall course will help students to develop skills and ability of understanding environment human- relationship

SEMESTER-4**BBA-202: Business Analytics****Course outcome**

1. Demonstrate skills for computation and aggregation of data using different software.
2. Present data with the help of charts etc.
3. Acquire Knowledge about data concepts like big data, data warehousing etc.
4. Analyse data and interpret the results

BBA-204: Financial Management

1. Explain the nature and scope of Financial Management.
2. Analyze capital Budgeting process and apply capital budgeting techniques for business decisions.
3. Examine various capital structure theories and analyze factors affecting capital structure decisions.
4. Critically examine the theories of dividend and analyze factors affecting dividend policy and suggest sound dividend policy.
5. Acquire skills to manage profitability and take sound financial decision for a business

BBA 206: Corporate Governance, Human Values & Ethics**Course Outcomes:**

1. Exhibit the relevance of Corporate Governance in present times.
2. Examine the concept of Human values and their relevance in Business.
3. Explain the linkage between Corporate Governance, Human Values and Ethics in business.
4. Discuss the issues related to whistle blowing and moral issues in business.

BBA 208: Income Tax Law and Practice**Course Outcomes:**

1. Comprehend the concepts of taxation and determine the residential status of person.
2. Compute income and deductions under different heads.
3. Examining the provisions of clubbing of income and set off and carry forward of losses.
4. Determine the Tax Liability.
5. Ability to file income tax return.

BBA 212: Training & Development**Course Outcomes-**

1. Examine the concepts of training an development.
2. Analyse the trends in employees and organization development programmes.
3. Identify training needs of an individual by conducting training need analysis.
4. Evaluate and assess the cost and benefits of a training and development programme.

5. To show insights into evaluating a training programme.

BBA 214: Sales Management**Course Outcomes:**

1. Explore the nature and importance of sales management, types and skills of sales manager.
2. Demonstrate the personal selling process.
3. Analyze the ethical and legal issues in sales management.
4. Designing the Motivational and Compensation Plans of Sales Personnel.

BBA 216: Financial Markets and Institutions**Course Outcomes-**

1. Analyze the functioning of financial markets and Institutions in India.
2. Examine the functioning of money market and capital market.
3. Assess the impact of initiatives on financial inclusion.
4. Understand the Role and Functions of Financial Institutions

BBA-218: MINOR PROJECT - II**Course Outcomes:**

1. Identify a field of study or a business problem.
2. Examine the environment to identify the potential research areas.
3. Crystallize a business concern into a concrete business research problem.
4. Explore alternative ways to resolve a business problem

SEMESTER-5**BBA 301 Goods and services tax**

CO1 Understand the concept of GST

CO2 Undertake assessment of GST

CO3 recognize the steps to file GST returns

CO4 understand offenses and penalties under GST

CO5 comprehends the role of GST practitioner

BBA 303 Business Policy and strategy

CO1 Describe the concept of business policy its evolution and strategic management

CO2 perform the SWOT analysis

CO3 Develop skills to formulate various strategies in different business portfolio models

CO4 discover the issues in strategy implementation

BBA 305 Information system management

CO1 Describe the role of information technology and decision support system in business and report the current issue with those of the firm to solve business model

CO2 Provide the theoretical models used in database management system to answer business questions

CO3 Relate the basic concept and technology is used in field of management information system

CO4 Translate the role of information system in organization the strategic management processes with the implications for the management

BBA 307 Information system management lab

CO1 Select the relevant data for decision making using SQL

CO2 Understand the relevance of ER models

CO3 Create and manipulate database

BBA 309 Marketing analysis

CO1 Assess market opportunities by analysing customers competitors collaborations context and the strength and weakness of a company

CO2 Evaluating consumers requirements and their behaviours developed effective marketing strategies to achieve organizational objectives

CO3 Measure the effectiveness of marketing efforts

CO4 Demonstrate knowledge and critical understanding of the rule and value of information performance measurement and customer /competitor insight in marketing

BBA 311 Performance management

CO1 Identify the essential characteristics of performance management

CO2 analyze the problem associated with the performance at racial process

CO3 compare and contrast different organizational performance

CO4 identify the attributes of effective performance management system

BBA 313 Financial modelling

CO1 Develop spreadsheet best models tools and techniques

CO2 Create linked spreadsheets for decision making models

CO3 Apply financial models for decision making

BBA 315 Summer training report

CO1 work and gain practical experience of working in a real business setting and environment

CO2 explore the various functional areas and correlate a few theoretical concepts taught in classrooms in two real life work and life scenarios

CO3 Identify and analyse best practices system processes procedures and policies of a company /industry in different functional areas and also identify areas with scope of improvement and recommended changes that may be incorporated

CO4 Develop skills in report writing through observation ,data collection ,data analysis and present it as a report for analysis to the company

SIXTH SEMESTER

BBA 302 PROJECT MANAGEMENT

CO1: To know the various aspects of Projects

CO2: To understand Technical Analysis, Market Analysis and Network techniques in Projects

CO3: To understand the emerging concepts and issues in Project Management

CO4: To learn the guidelines relevant to Project Planning, Analysis, Financing, Selection, Implementation and Review

BBA 304 DIGITAL MARKETING

This course aims at creating an understanding of the concepts and techniques of internet and digital marketing so as to exploit the opportunities of this medium to support the organizations marketing activities.

BBA 308 : Business Policy & Strategy

CO1 To provide students with an understanding of the basic concepts and principles in the area of business policy and strategy formulation and to inculcate in them an awareness of the importance of understanding the nuances of conceptualizing, creating, communicating and implementing appropriate policies and strategies aimed at fulfilling the organizational goals

BBA 306 International Business Management

CO1 The course aims at instituting business management skills in the students by giving an international overview of how business operates in national and international environment.

CO2 To comprehend the global dimensions of management and how to manage international business.

CO3 To be aware of the recent developments in globalization of business & economic environment of India and overview of world.

BBA 310: Sales and Distribution Management

CO1 The course aims to impart the knowledge and skills needed to manage the sales force and distribution functions in a business organization so as to help gain a competitive advantage.

2. MBA(First semester)**MS-101 Management Process and organisational Behaviour**

CO 1- Enumerate, Explain compare and analysed the concept theories and principles that have evolved in specific historical context and informed both academic thinking and practices related to the field of management.

CO 2- Identify and discuss the functions of management i.e. Planning, organizing, Leading and controlling relate them with the rules of managers at different levels of the organization and classify the skilled necessary for effective performance of their functions.

CO3- Apply the knowledge of management theory and of organizational behaviour to analyse managerial issues and take decisions consistent with the organizational objectives of efficacy and effectiveness.

CO4- Analyse the complexities of work organizations and develop a multi-disciplinary approach to address interpersonal and intraorganizational issue

MS-103 Quantitative techniques

CO 1- identify and differentiate between different statistical techniques and methods

CO 2- explain the merits and limitations of various statistical techniques

CO3- Demonstrate effective computational and spreadsheet skills for business analysis

CO4- analyze and interpret statistical information from the business data and report

CO5- Apply quantitative techniques to solve a variety of business problems

MS-105 Managerial Economics

- CO 1- Examine various economic ideologies, economic theories and techniques of economic analysis and discuss their relevance for managerial decision making.
- CO 2- Identify and explain factors influencing supply and demand analyze the dynamic role of markets in allocation of productive resources in a free market economy and offer critique of market based model from sustainable development perspective.
- CO3- Examine various approaches and models that explain consumer choices and behaviour and apply them for analysing the demand.
- CO4- Discuss the theory of production and analyze the effect of technology and variations in input proportions on output, both in the short run and long run.
- CO5- Identify and compare different market structures and analyze pricing and output decisions in different market forms.
- CO-6 Analyze business cycles macroeconomics conditions and policies and develop effective business strategies.**

MS-107 Accounting for Management

- CO 1- Demonstrate sound understanding of fundamental accounting principles, accounting standards and accounting techniques.
- CO 2-Construct financial statement by collecting, reporting and classifying the financial information from divergent sources.
- CO3-Critically analyse and interpret financial statement of a company.
- CO4 Demonstrate the ability to extract and use meaningful financial information for managerial decision making.

MS-109 Information Technology Management

- CO 1- Recall the components of an information technology based system
- CO 2- Identified the challenges in storage and retrieval of data.
- CO3- Classify the software into various types on the basis of different criteria.
- CO4- Create and analyse the database using SQL and spreadsheet tools.
- CO5- Build an appropriate computer network as per the organizational need.
- CO6- Develop web pages using HTML.
- CO7- Contrast the information systems for managerial decision making.
- CO8- Understand the new and emerging technologies.

MS-111 Marketing Management

- CO 1- Discuss the importance of customer centric approach and critically evaluate marketing functions, concepts and theories, processes and techniques.
- CO 2- Identify and explain the major forces in the macro and micro environment that impact marketing strategy development and implementation.
- CO3- Apply key marketing concepts and tools to develop and prioritize appropriate marketing strategies to meet the organization's marketing objective and address its marketing challenges.
- CO4- Explain the importance of synchronizing the elements of a customer driven marketing strategy and apply it based tools that provide for a seamless customer experience.
- CO5- Anticipate future challenges and device marketing strategies to adapt to the imperative of sustainable development.

MS-113 Communication in organisation

- CO 1- Recognize the stock and significance of communication and its relevance for enhancing individual and organizational performance in the context of global business operations.
- CO 2- Explain the concepts theories and principles of communications in forming various communication strategies and practices aimed at effective communications with different stakeholders of the organization.
- CO3- Identify and apply various tools and techniques for developing appropriate communication strategies aimed at positioning the organization and build brand image.
- CO4- Exhibit the use of interpersonal communication skills and adequates for impactful business dealings and lasting relationship building reflected in pressing sense listening skills cultural sensitivity etc.
- CO5- Devise an effective communication strategy and protocols that can be successfully employed by the individuals and teams while participating in business negotiation.

MS-115 Legal Aspects of Business

- CO 1- Identify define and explain the legal provisions governing general and special contrast companies competitive markets consumer protection and investor protections.
- CO 2- Distinguish examine and summarize legal communications and take actions consistent with the requirement of law.
- CO3- Analyse the decision making context with due regard to the legal requirement and regulatory compliances.

- CO4- Evaluate and appraise the legal consequences of alternative choices proposed for decision making.
- CO5- Assess various legal strategies or options available in the specific context of various legal disputes or issue that generally arise in the course of business.
- CO6- Explain the mechanism set up under the relevant laws for handling the legal dispute or addressing legal issues and prepare strategies for their expeditious and effective resolution.

MS-117 Information Technology Management Lab

- CO 1- Apply operating system tools for IT resources.
- CO 2- Create and analyse the database using SQL.
- CO3- Make use of spreadsheets software such as MS- Excel as a data analysis tool.
- CO4- Create and develop web pages using HTML.

SECOND SEMESTER**MS102- Technology and innovation Management**

- CO 1- Understand the concept of technology and its usefulness for an organization
- CO 2- developed technology development processes and strategies for a firm
- CO3- identify the emerging trends in technology development at national and global level
- CO4- classify the innovation on different criteria for adoption and organization
- CO5- examine the innovation strategies of various forms in a systematic manner
- CO 6- Evaluate the role of innovation in organizational performance and transformation
- CO 7- understand and examine the factors affecting the technological challenge and its management.
- CO8- Build innovative organizations through climate and culture for innovation.
- CO9- Apply creative thinking problem solving.

MS104- Financial Management

- CO 1- Demonstrate the sound understanding of the concept functions and importance of financial management for a business firm
- CO 2-analyse the convolutions associated with management of short term and long term funds and the corporate capital structure

CO3- demonstrate the ability to assess and manage financial risk and recommend an optimum capital portfolio for a firm

CO4- combine the knowledge of financial management and investment financial dividend policy and working capital decisions for ensuring optimum valuation of a firm.

MS106- Business Research

CO 1-Identify and differentiate between different types of research and research designs.

CO 2- formulate and articulate research questions and specify research objectives and hypothesis.

CO3- Critically analyze and evaluate the existing literature to identify the research gaps and prepare result proposal for scientific study.

CO4- Design a sample study in employing statistical tools and techniques developed data collection instrument comprising scales items and test their validity and reliability

Co5- analyze quantitative data by identifying and applying various statistical tests and interpret the result for drawing generalization

CO6- With a report and represent the findings in a structured manner with coherent arguments in logically persuasive style analyses the applications for both practice and future research.

MS110- SustainableOperations Management

CO 1- Define operations management and discuss its go and its strategic significance for the organizations to achieve competitive advantage as well as the nation to enhance its productive efficiency.

CO 2- Explain the major milestones and trajectory of evolution of operations management as field of study discuss the contribution of various individuals and organizations to the field of operations management.

CO3- Identify the major decisions areas included in operations management and explain the principles concepts tools and techniques employed for decision making in each of the decision areas.

CO4- Identify the processes of product design and development analyze various approaches to product development compare and classify manufacturing and service delivery processes and analyze the factor at remaining process selection.

CO5- Apply various tools and techniques and use operations analytics for operations planning and control and managing supply chains.

CO6- Design and implement quality management system apply both traditional Japanese management philosophies for sustainable operations management.

MS110-Management Information Systems

- CO 1- Define classify and explain information system analyze your functions and explain the strategic rule of information system in enhancing organizational performance.
- CO 2- Discuss the component of information system analyses their entire relationship and apply the knowledge to configure information system that can be effectively integrated into the business strategy and business processes of the organization.
- CO3- Explain the tools and techniques for information systems designs and implementation and apply them appropriately to take leverage of enterprise systems for enhancing the veterans of decision making.
- CO4- Evaluate the information system in terms of their contribution towards improved decision making and optimum use of organizational resources
- CO5- Anticipate the risk associated with enterprise system from economic social privacy and security perspective and propose legal and ethical solutions consistent with sustainable development goals.

MS112-Human Resource Management

- CO 1- Explain the scope and strategic significance of the human resource management functions discussed and differentiate between various models of HRM.
- CO 2- Apply the methods and techniques of human resources planning job design recruitment selection and on boarding.
- CO3-Develop performance management systems integrating performance resale training and development reward and recognition and other initiatives to create a high performance culture in organization.
- CO4- Evaluate human resource management systems and employ human resource information system and data driven approach to improve the HR processes.
- CO5- Identify contemporary issue and challenges in managing increasing diversity of workforce and apply the concepts of inclusions employee engagement positive psychology etc for promoting inclusive workspaces and enhancing employee engagement through positive employee experiences.

MS-116 Professional skills Development

- CO 1- To recognize identify and post on self capabilities for corporate Readiness.
- CO 2- Develop life skills such as communications corporations teamwork and resilience.
- CO3- Develop understanding of appropriate conduct in professional environment.
- CO4- Develop corporate connector and holistic personality.

Third Semester**MS 201 Summer Training Report**

CO1: Integrate academic theory with practice.

CO2: Develop self-confidence, sensitivity and appreciation for diversity, clarification of work and personal values, and workplace etiquette.

CO3: To apply knowledge and skills learned in company/industry/organization to real-world problems

CO4: Develop and demonstrate workplace competencies such oral and written communication, critical thinking, organization, problem solving, decision making, leadership, managing interpersonal relationships, etc. necessary for professional success.

CO5: Carry out research projects, analyze data, and write up and present results in meetings (including experience in using specialized tools at each stage of this process).

MS 203 Management of International Business

CO1: Develop an understanding of the global business environment in terms of economic, socio-cultural, political, technological and legal aspects.

CO2: Absorb insights of the international aspects of strategic management, global talent management, finance, marketing, e-commerce, organization and design of multinational corporations

CO3: Learn the knowledge and skills necessary to function successfully in the diverse international business environment, with the ability to contribute to the innovation processes.

CO4: Apply the knowledge of cross cultural issues for effectively managing international business negotiations

CO5: Appreciate the underlying global public issues of ethical, sustainable and socially responsible conduct of business in the business operations of MNCs for effective decision making.

MS 205 Managing E- Business

CO 1: Understanding the concepts of electronic business and electronic commerce and related tools and techniques.

CO 2: Identifying various security issues and measures for any online digital medium

CO 3: Understanding about latest innovation in field of Electronic payment systems.

CO 4: Understanding of latest trends in electronic commerce and learning its ethical, societal, legal impacts.

MS 207 Entrepreneurship Development & Startup

CO1: Demonstrate an understanding of and appreciation for the characteristics of successful entrepreneurs and their role in economic development of a nation

CO2: Analyse the industry and competitors of any firm and creatively write an effective business plan

CO3: Understand essential knowledge of how to start one's own business by assessing business viability on various parameters including support from the government

CO4: Identify key drivers of growth in a venture and determine how to strategize and run a start-up in the long run

MS 209 Strategic Management

CO1: Understand the integrative model of strategic management process along with role of corporate governance in strategic management.

CO2: Demonstrate the knowledge in formulating strategies along with identifying the resource endowments specific to the firm & industry.

CO3: Implement a strategic plan that takes into account the functional areas of business along with procedures in order to achieve organizational goals.

CO4: Evaluate challenges faced by managers in implementing and evaluating strategies based on the nature of business, industry, and cultural differences.

MS 211 Business Analytics

CO1: Develop an understanding of business analytics and its models for problem solving

CO2: Learn data visualization and validation techniques for effective data presentation and management

CO3: Understand how to treat data for errors so as to analyse management problems correctly and create effective solutions

CO4: Be able to apply predictive analysis tools to solve organizational problems using a systematic and analytical decision-making approach

MS 213 Consumer Behaviour

CO1: Demonstrate an understanding of the importance of studying consumer behaviour and its relevance to decisions in marketing, public policy and social and economic spheres.

CO2: Demonstrate an understanding of the consumer decision-making process and the internal and external determinants that influence this process.

CO3: Apply the various research tools and techniques to gain insights into consumer behaviour.

CO4: Demonstrate the ability to develop creative marketing strategies and solutions based on an understanding of the consumer behaviour of the relevant target groups.

MS 215 Sales and Distribution Management

CO1: Understand personal selling process, types of sales organizations, and analyse the role of sales strategies, territory allocation, and sales forecasting in sales management.

CO2: Understand the process of sales staffing and sales force management in a sales organization.

CO3: Analyse the role of retailers and wholesalers in the distribution process, and understand the steps in channel creation and management.

CO4: Differentiate between logistics, distribution, supply chain management and understand process of efficient physical distribution.

MS 217 Services Marketing

CO1: Demonstrate an understanding importance of service marketing management for creating a culture of service in organizations and an awareness of the presence of the service element across the tangible- intangible product spectrum.

CO2: Apply the relevant principles and guidelines to the process of service positioning and the design, development and implementation of the services marketing mix.

CO3: Define and measure service quality and demonstrate an understanding of the causes for gaps between customer expectations and perceptions of services and ability to develop

appropriate innovative solutions.

CO4: Demonstrate the ability to apply the concepts and principles of service marketing to develop creative service strategies across various service industries.

MS 219 Customer Relationship Management

CO1: To make the students understand the organizational need, benefits and process of creating long-term value for individual customers.

CO2: To disseminate knowledge regarding the concept of e-CRM and e-CRM technologies.

CO3: To enable the students understand the technological and human issues relating to implementation of Customer Relationship Management in the organizations.

CO4: Design customer relationship management strategies by understanding customers' preferences for the long-term sustainability of the Organizations.

MS 221 International Financial Management

CO1: Understand different exchange rate regimes, and systems across the globe

CO2: Analyze, apply and evaluate information within the global financial environment of foreign exchange to solve problems and make informed decisions

CO3: Recognize and calculate forward exchange rates given spot rates, identify market conventions on exchange rate quotation

CO4: Develop a sound understanding of the foreign exchange market and foreign exchange risk exposure

CO5: Analyze both quantitative and qualitative financial information to influence foreign investment decisions

MS 223 Financial Markets and Institutions

CO1: The students will understand interrelationship of economic, commerce, financial markets and strategies for corporate decision making.

CO2: This course will help students develop understanding of foundations of financial markets and institutions.

CO3: They will learn tools and techniques for analysing market behaviour, impact of regulatory policies on changing decision making of companies and will be able to make

strategies for investment.

CO4: The course is especially useful for those learners who want to get employed in financial sector or start entrepreneurial ventures as financial service provider as investment consultants, advisors and investment banking.

MS 225 Investment Analysis & Portfolio Management

CO1: Understand the risk and return relationship of financial market instruments and securities available for investment.

CO2: Apply the acquired knowledge of the security market for valuation of both equity and fixed income securities under goal-based investment planning.

CO3: Understand the concept and importance of portfolio management and develop skills for construction, evaluation and revision of portfolio.

CO4: Understand the various behavioural biases that impact investment decision making.

MS 227 Financial Econometrics

CO1: Understand the nature and behaviour of time series data

CO2: Apply financial econometrics techniques on the real-life financial data.

CO3: Forecast the financial data; derive a relationship between two or more series for useful implications.

CO4: Validate financial theories and methods with the help of empirical data.

MS 229 Management of Training, Learning and Development

CO1: Understand the key concepts of learning and training and implement it for strategic development of workforce

CO2: Learn to conduct effective needs assessment and develop an appropriate training strategy for an organization

CO3: Design the training programmes to address the needs identified and execute the training by adopting suitable method, technique and training aids.

CO4: Evaluate the training program; verify its validity and achieve overall control for improving the training function of an organization on a continuous basis.

MS 231 Managing Industrial Relations

CO1: Examine the role of various stakeholders of industry in maintaining peace at macro and micro level in the local as well as global industry.

CO2: Understand the concepts and principles of managing industrial relations at the organization level through worker participation, grievance management, discipline management and collective bargaining.

CO3: Understand the legal processes and procedures of handling employee relations and industrial relations for better personal, professional and social life of employees.

CO 4: Application of knowledge gained about national and international industrial relations in current scenario in problem solving, strategy formation and innovative solutions to problems at organization and industry level.

MS 233 Talent Management

CO 1: Understand key concepts of talent management and create a talent management system for organization excellence

CO2: Understand key concepts of competency mapping and design an instrument for competency assessment

CO3: Analyse strategic talent acquisition practices and design & evaluate training methods to

foster learning in a global workplace

CO4: Assess employee performance and analyse methods for career and succession planning in a global workplace

MS 235 Compensation and Performance Management

CO1: Understand the various components of pay structure, incentives, benefits to be provided to the employees to keep them motivated and performing.

CO2: Think analytically and creatively design tax efficient pay packages at every level in the organization for employees in national and international scenario.

CO3: Demonstrate an understanding of the performance management process and the ability to select an appropriate measurement approach and plan the performance management process and documentation for an organization.

CO4: Demonstrate the ability to develop creative solutions to the challenges involved in implementing the performance management process and to employ the performance management process for potential appraisal, career development and succession planning.

MS 237 Digitalization and E-Governance

CO1: Gain a familiarity with the basic concepts, terminology and technology of digitalization and e-governance.

CO2: Develop skills to critically evaluate government web sites and eservices against current “best practice & quot; principles and standards.

CO3: Understand the major federal and state laws and regulations impacting the evolution of e-governance.

CO4: Be able to articulate the policy and social issues facing agencies to implementing e-government initiatives.

CO5: Be able to apply basic business case and government IT management concepts in preparing e-government proposals, plans or strategies.

MS 239 Artificial Intelligence & Machine Learning

CO1: Understand the basic concepts of machine learning and some typical applications

CO2: Understanding how to build and validate models and improve them iteratively

CO3: Understand the core concepts of artificial intelligence and applications

CO4: Apply knowledge representation with artificial intelligence

MS 241 Database Management Systems

CO1: To understand the different forms of Database, its purpose, advantages and disadvantages and compare different database models.

CO2: To implement SQL for creation, modify and display data from DBMS

CO3: Understand the basic concept of ER Models, design issues and key constraints, also Reduction of E-R Schema to Tables.

CO4: To impart knowledge about Oracle, its structure and PL/SQL commands, cursors, triggers procedure and functions.

CO5: To impart knowledge about the Structure of Relational Database, Normalization,

Functional Dependencies, and their application, and learn database transaction, concurrency control and methods to manage data integrity.

MS 245 Enterprise Systems

CO1: To understand the meaning, definition, concept and type of enterprise system along with its architecture and system development.

CO2: To analyze and understand the concept of ERP and its relationship with CRM, SCM and e-commerce.

CO3: To analyze and understand the concept of SCM, e-SCM.

CO4: To interpret and understand concept of CRM. e-CRM, elements, models, applications, trends of CRM.

MS 247 International Business Environment and Strategy

CO 1: The influence of international Environment on business, he can understand the various factors required for export business.

CO2: The influence of international Environment on business, he can understand the various factors required for export business.

CO3: To better understand operations in the multilateral system.

MS 249 Export, Import Policies, Procedures and Documentation

CO1: Understand the basics of Export and Import

CO2: Develop the skills which are required to start the export business from India.

CO3: To learn the export documentation formalities in India

CO4: To understand the custom and quality control formalities and schemes as per foreign trade policy

MS 251 International Financial Management

CO1: Understand different exchange rate regimes, and systems across the globe

CO2: Analyze, apply and evaluate information within the global financial environment of foreign exchange to solve problems and make informed decisions

CO3: Recognize and calculate forward exchange rates given spot rates, identify market conventions on exchange rate quotation

CO4: Develop a sound understanding of the foreign exchange market and foreign exchange risk exposure

CO5: Analyse both quantitative and qualitative financial information to influence foreign investment decisions

MS 253 International Business Negotiation

CO1: Understand global business negotiation and its environmental setting

CO 2: Understand role of culture in global business negotiation and avoid any confusion and misinterpretation

CO3: Analyse his/ her style of negotiation as well as learn how to adjust this style according to the counterpart's style

CO4: Explore different tools for a successful negotiation deal, including communication styles and technology-based tools; and learn the applicability of each tool.

MS 255 Enterprise Systems

CO1: To understand the meaning, definition, concept and type of enterprise system along with its architecture and system development.

CO2: To analyze and understand the concept of ERP and its relationship with CRM, SCM and e- commerce.

CO3: To analyze and understand the concept of SCM, e- SCM.

CO4: To interpret and understand concept of CRM. e- CRM, elements, models, applications, trends of CRM.

MS 257 Operations Strategy

CO1: Demonstrate the understanding of the strategic significance of operations and appreciate various decision areas

CO2: Analyze various performance objectives and their relative significance in gaining competitive advantage

CO3: Appreciate the factors influencing capacity decisions and evaluate supply chain networks.

CO4: Develop an understanding of various approaches, frameworks and models of strategy

formulation and demonstrate the ability to apply them.

MS 259 Logistics and Supply Chain Management

CO1: Demonstrate conceptual understanding of supply chain and logistics and factors influencing supply chain and logistics operations

CO2: Ability to use various tools and techniques for taking decisions related to supply chain and logistics.

CO3: Develop an integrated view and understanding of various components of purchase and material management and the processes involved in efficient materials management

CO4: Apply the knowledge of information technology for designing and implementing logistics systems.

MS 261 Predictive Analytics and Big Data

CO1: Develop an understanding of preparing data for applying predictive analysis

CO2: Learn predictive data analysis and big data analysis techniques

CO3: Understand how to treat data for errors so as to analyse management problems correctly and create effective solutions

CO4: Be able to apply predictive analysis tools to solve organizational problems using a systematic and analytical decision-making approach

FOURTH SEMESTER

MS 204 CORPORATE SOCIAL RESPONSIBILITY, HUMAN VALUES & ETHICS

CO1: Learn the significance of value system and ethical conduct in business

CO2: Examine the association between corporate strategy, Corporate Social Responsibility (CSR) and its influence on stakeholder engagement

CO3: Compare and contrast the multiple international frameworks of CSR and Sustainability.

CO4: Understand the issues that organizational leaders face as they develop their CSR and corporate governance programs

CO5: Analyse the impact of CSR implementation on corporate culture, in the realm of sustainable development, innovation, and solutions to business, social and environmental problems.

MS – 212 Retail Management**Course Outcomes:**

CO1: Explain the retailing concept, its evolution and importance, and the forces impacting retail development at the Indian and global level.

CO2: Explain the process of retail strategy formulation, identify the sources of sustainable competitive advantage, develop an appropriate financial strategy and evaluate location and site alternatives.

CO3: Demonstrate an understanding of the merchandise management process, inventory planning, retail pricing and designing of the retail communication mix.

CO4: Evaluate store layout and design alternatives, and demonstrate an understanding of store management as well as display a sensitivity towards the human resources, ethical and legal issues in retailing.

MS 214- Advertising & Brand Management

CO1- Understand the need for Computer Security and Security Mechanisms

CO2- Explore the Information and Cyber Security Threats

CO3- Student should be able to use the concept of media strategy and media choice to select the best media for advertising campaigns across industrial sectors

CO4- Student should be able to understand the concept of branding and how brand plays a significant role in making the company success or failure in market

CO5- Students should be able to comprehend the growing importance of the concept of brand positioning, repositioning and brand revitalization strategies in the VUCA world

MS-216 Financial Derivatives

1. To develop an understanding amongst the students of financial derivatives.
2. To understand the regulatory framework and their application in hedging and speculation.
3. To equip the students to conceive and evaluate entrepreneurial ideas in the field of financial derivatives trading and for taking-up consultancy assignments.

MS- 238 Global Competitiveness

CO1: The purpose of the course is to familiarize students with the basics of global competitiveness

CO2: To learn strategies to gain competitiveness in world markets.

CO3: The course also aims at exposing the students to the forms and success ingredients of strategic alliances, which are fast emerging as basic tools for business success.

MS 242 International human resource & Cross cultural management

CO The course will help students understand issues and practices pertaining to the major HRM functions with special focus on cross cultural management.

MS 222 Mergers, Acquisitions & Corporate Restructuring

CO1: To understand concept of Merger, Acquisition & Corporate Restructuring

CO2: To learn the legal aspects of Merger

CO3: To know the methods of valuation of Mergers & Takeovers

CO4: To learn how Mergers, Acquisition & Corporate Restructuring is implemented in the current scenario

MS-220- STRATEGIC FINANCIAL MANAGEMENT

CO1:- The objective of this course is to develop skills which are useful for understanding and dealing effectively with finance in organization.

CO2:-To solve complex problems to support financial evaluations and business management decisions.

CO3:- To acquaint students with the advanced concepts of financial management and the application of the same in developing financial strategies for the organization

3. Bachelor of Commerce

1st semester

BCOM101 FINANCIAL ACCOUNTING

CO1. Apply the generally accepted accounting principles while recording transactions and preparing financial statements

- CO2. Comprehend the complete accounting process using computerized accounting system
- CO3. Measure business income accurately after applying all relevant accounting standards
- CO4. Examine the Accounting standards governing Inventory and Depreciation and assess their impact on business income
- CO5. Prepare all final financial statement necessary for financial audit of a business
- CO6. Understand the implications of contemporary issues in Accounting

B.COM 103 MICROECONOMICS

1. Comprehend the functioning of the different economic systems and evaluate the implications of different economic decisions
2. Assess consumer satisfaction as a result of consumption and expenditure on different types of goods
3. Analyse the relationship between production inputs, outputs and costs
4. Gauge the response of business organizations to different market situations
5. Examine implications of pricing decisions under different market situations.

BCOM 105 - QUANTITATIVE TECHNIQUES FOR COMMERCE

- CO 1. Explain how matrices are used as mathematical tools in representing a system of equations;
- CO 2. Apply differential calculus to solve simple business problems;
- CO 3. Solve business problems involving complex linear and non-linear relationships.
- CO 4. Apply mathematical formulation and solution of problems related to finance including different methods of interest calculation, future and present value of money;
- CO 5. Develop software programs for business problems involving constrained optimization.

BCOM 109 - MANAGEMENT PROCESSES AND ORGANIZATIONAL BEHAVIOR

- CO 1. Examine the evolution of thoughts and approaches to the modern concept of Management
- CO 2. Comprehend the process of Management in the context of organizations and their environment
- CO 3. Assess the need, relevance and process of delegation and decentralization of authority in an organization

CO 4. Explain the needs and drives of an individual through theories of Motivation

CO 5. Analyze the role of a leader and significance of team work in an organization

CO 6. Observe human personality and its influence on behaviour.

CO 7. Analyze significance of communication in the decision making process

BCOM 111 - BUSINESS COMMUNICATION (C)

CO 1. Assess the significance of effective communication in business;

CO 2. Use professional business vocabulary and understand varied ways/methods to present business plans;

CO 3. Develop proficiency on drafting of official letters and documents;

CO 4. Apply the process and techniques for writing immaculate reports and other documents

CO 5. Analyse the role of information technology as an enabler for business communication and documentation.

BCOM 113 - Information Technology for Commerce (C) (Theory)

CO 1. Use computers and other devices to perform basic operations of creating documents and spreadsheets with data

CO 2. Develop proficiency in using the features of computers to process Mail merge, Hyperlink, etc.

CO 3. Prepare a business presentation on MS PowerPoint;

CO 4. Perform mathematical, logical and other functions on a data set using MS Spreadsheet

BCOM 115 - Information Technology for Commerce (C) (Lab Based)

CO1. Use computers and other devices to perform basic operations of creating documents and spreadsheets with data

CO2. Develop proficiency in using the features of computers to process Mail merge, Hyperlink, etc.

CO3. Prepare a business presentation on MS PowerPoint;

CO4. Perform mathematical, logical, and other functions on a data set using MS

Spreadsheets

Second Semester

BCOM 102 - CORPORATE ACCOUNTING (C)

CO 1. Account for equity and debt capital of a company

CO 2. Prepare financial statements (Profit & Loss Account, Balance Sheet, etc.)using software;

CO 3. Analyze revisions in the balance sheet after Internal Reconstruction of company;

CO 4. Develop proficiency in the process of e-filing of annual reports of companies

BCOM 104 - BUSINESS LAWS (C)

CO 1. Examine the laws while entering into a contract and implications of different types of contract

CO 2. Analyze the regulation governing the Contract of Sale of Goods;

CO 3. Evaluate the laws governing partnership and legal consequences of their transactions and other actions in relation with the partnership, and examine contractual obligations and provisions governing limited liability partnership

CO 4. Assess the provisions of the Consumer Protection Act to protect the interest of the consumers

CO 5. Analyze the law governing negotiable instruments and management of foreign Exchange

BCOM 106 - MACRO ECONOMICS (C)

CO 1. Assess the problems and issues related to measurement of national income in India.

CO 2. Analyse the role of consumption, saving and investment in an economy.

CO 3. Evaluate the impact of inflation and deflation on business and economy

CO 4. Explore the value of money, multiplier, accelerator and demonetization.

CO 5. Analyse the policy framework governing the macroeconomic system in India

BCOM 108 - BUSINESS STATISTICS (C)

CO 1. Use statistical tools for decision making in organizations

CO 2. Analyse data characteristics before applying statistical tools

CO 3. Apply probability concepts to discrete and continuous random variables in a business decision context;

CO 4. Examine relationships between the variables using correlation and regression analysis

CO 5. Analyse macroeconomic data using index numbers

CO 6. Decipher the trends in time series data and interpret it for business decisions

BCOM 110 - Environmental Science and Sustainability (C)

CO 1. Demonstrate skills in organizing Projects for environmental protection and sustainability;

CO 2. Analyze various Projects and initiatives with respect to ecosystem restoration;

CO 3. Interpret significance of carbon footprints;

CO 4. Describe the environmental issues and their possible repercussions on the planet in the next few decades;

CO 5. Summarize the green strategies and policies adopted by various business entities to preserve the environment.

BCOM 112 – MINOR PROJECT I

CO1: Identify a business problem or a field of study

CO2: Explore the environment to identify potential research areas

CO3: Crystallize a business concern into a concrete business research problem

CO4: Explore alternative ways to resolve a business problem

BCOM (Third Semester)

BCOM 201 Cost Accounting

CO 1- Determine component of cost of production in entry and prepare a post statement.

CO 2- Compute unit cost employee course overheads entry different type of overheads.

CO3- Cost under job posting batch costing process costing, contract costing and service costing

CO4- evaluate contract cost, service coast and activity basedcost for cost management and control.

BCOM 203 Corporate Laws

CO 1-Analyze provisions relating to issue of prospectus and allotment of shares.

CO 2- Examine company processes meeting and decisions.

CO3- Assess the accounts and audit of company.

CO4- Evaluate the role of Board of directors and their functions.

CO5-Analyse regulatory aspects involved in operation mismanagement corporate restructuring and liquidation.

CO6- Evaluate the efficacy of rules relating to a winding up of a company and rule and power of adjudicating authority i.e.NCLT and NCLAT.

BCOM 205-Business Research

CO 1- Identify and accommodate research problem and resource design

CO 2- determine the sampling techniques and sample size as per the research problems and research design

CO3- collect and analyse necessary primary and second data for analysis

CO4- present the conclusions of data analysis as a part of the research in the form of a report.

BCOM 207- Financial Markets and institutions

CO 1- Analyse the functioning of financial markets and institutions in India.

CO 2- Examine the functioning of money market and Capital Market.

CO3- Assess the impact of recent initiative like MUDRA scheme on financial inclusion.

CO4- Explain concept of non banking financial companies (NBFC's)

BCOM 209- Human Resource Management

CO 1- Plan the human resource requirement for an organization.

CO 2- Develop a policy to manage human resource in an organization.

CO3- Organized recruitment, selection, induction and training and development programs for an organization.

CO4- Performance appraisal system with incentive schemes for an organization.

CO5- Create actual policies related to grievance,employee ,health,safety ,welfare and Social Security in an organization

BCOM211 Basic Accounting Software Lab

CO 1- Create accounts prepared ledgers and post journal entries.

CO 2- Create balance sheet and profit and loss accounts at a given point in time.

CO3- Reconcile bank and cash accounts with the organization accounts.

CO4- Prepare cash flow treatment for a given timeline.

BCOM215-Group Discussion and interview skills(NUES)

CO 1- Organize an articulate through appropriately and discuss it in group.

CO 2-Communicate in clear and precise words with professional tone and pitch in voice.

CO3-Exhibit good knowledge on confidence in demeanour during GD and PI.

CO4- Develop awareness on methods over assessment of personality adopted by the companies.

CO5- learn professional dressing adequate and exhibit positive body language during GD and PI.

CO6- Express their thoughts on reasons for joining a particular program.

BCOM217- Entrepreneurial Mindset

CO 1- Invite entrepreneurial skills and related intricacies.

CO 2- Think beyond the usual business ventures and involve an innovative business idea.

CO3- Cultivate an idea into a physical business propositions with a vision and purpose.

CO4- Strategize feasible plan of actions for successful implementation of idea.

CO5- Construct a business plan with projected financial statement for the first five years.

CO6- Estimate the ghost long term and short term capital and quant requirement of the business idea.

BCOM (Fourth Semester)

BCOM 202(Management Accounting)

CO 1- Understand the nature and scope of management accounting.

CO 2-analyze and interpret the counting financial statement of a company at its limitation.

CO3-. Executing skills to prepare various budgets.

CO4- Examining the impact of different ratios on the financial performance of a company.

CO5- Compute cash flow analysis and its likely impact on the company.

BCOM204 (Corporate Finance)

CO 1- Explore the nature and significance of decision related to corporate finance.

CO 2- Examine the risk and return on investments at different time interval.

CO3- Evaluate capital investment decisions applying capital busting techniques.

CO4- Assess the capital structure of a firm using its cost of capital.

CO5-Analyse factor affecting dividend policy .

CO6-Design working capital policy based on the assessment of financial requirement.

BCOM206- Business Ethics and Corporate Social Responsibility)

CO 1- Decipher morality and affixing personal and professional behaviour.

CO 2-Explore values and ethics in business decision making for an organization

CO3- Assess the impact of business processes on stakeholders

CO4- Evaluate the social responsibility of business organization and take steps to meet them

BCOM208- (Investment and portfolio Management)

CO 1-Assess the risk profile of investors and prepare an appropriate investment portfolio.

CO2-analyze Investment alternatives and construct a portfolio to minimize risk and maximize return

CO3- Calculate risk in return for a portfolio and create a minimum risk portfolio.

CO4- Evaluate and compare the intrinsic and market value of a share

CO5- Examine the portfolio management techniques of mutual funds

CO6- Analyse contemporary trends in investment options available.

BCOM210 (Marketing Management)

CO 1- Evaluate the market and environmental conditions affecting marketing the season of a firm.

CO 2- Develop new product explore and expand product line.

CO3-Identify target market segment for the brand and strategies its positioning.

CO4-Analyze marketing mix decisions and develop promotional strategies.

CO5-Explore new trends in marketing and technology interventions to enrich and enhance marketing experience.

BCOM212 (Data Analysis with spreadsheet labs)

CO 1- Conduct basics computations and aggregation of data using spreadsheets.

CO 2- organize present and manage data using functions

CO3- examine data with the help of pivot tables

CO4-Assesses data characteristics by running queries and tables

Co5- Present data using charts and graphs.

BCOM214(Income tax Laws)

CO 1- Analyse the concepts of flexion and determine the residential status of persons

CO 2- Compute income under different heads applying provisions determine provisions exemptions and deductions

CO3- Calculate rows total income after clubbing provisions and after set off and carry forward of losses

CO4- Calculate the tax liability and file ITR.

Fifth Semester

BCOM301(Corporate Taxation)

CO 1-. Compute the text liability for a business organization

CO 2- Examine the rules imposed upon organizations in relation to employee taxation

CO3- Evaluate the calculations of corporations tax through self assessment for capital gains and as per GST.

CO4- Analyze issues related to double taxation and dividend taxation

Co5- evaluate the impact of financial translation across countries on a company's taxation

BCOM303 (Investment Banking)

CO 1-. Examine the mechanics and financial analysis required to value negotiate and successful close transactions.

CO 2- Explore the framework used in the investment banking cruises financial analysis valuation and the mechanics of deal structuring.

CO3- Analyze the value of a merger and acquisition deal and a deal through a leverage buyout

CO4- explore the significance of corporate governance ethics and legal factors in investment banking deals

BCOM305 (VALUATION OF FIXED INCOME SECURITIES)

CO 1-. Calculate the value of fixed income securities bonds and adventures

CO 2- assess the legal regulatory and tax framework for bonds in India

CO3- examine Govt Corporate and structure finance bond market sectors

CO4- analyze securitization and its benefits

Co5- understand credit rating and rule of credit rating agencies

BCOM307 Banking operations

CO 1-Analyze the functioning of banks and types of services offered to customers

CO 2- assesses the impact of regulatory and policy framework on the banking services

CO3- analyze the credit service offered by bank and the inherent processes

CO4- examining the rule of regulatory framework for banking operations to protect the depositors money

CO5- study the trends of NPA's and their impact on banking operations.

BCOM 311(Basics of Actuarial science)

CO 1- Understand the basics of actuarial science

CO 2- Calculate the value of series of cash flows

CO3- Measure uncertainty into cash flows due to investment and mortality

CO4- Apply actuarial techniques to life insurance and predicting human life expectancy

BCOM313 (Basics of Econometrics)

CO 1- Apply concepts of economic statistics econometrics to real life situation.

CO 2- Test hypothesis to construct models for economic analysis.

CO3- Construct models for consumer and producer theory.

CO4- Conduct by various and multivariate regression analysis to test relationship in variables.

Co5- Identify and remove statistical errors in the analysis.

Sixth Semester

BCOM302 (GST and E-Filing)

CO1- Explain concepts meet and utility of indirect taxes and understand and analyze the taxable event i.e. Supply under GST

CO 2- Describes the provisions relating to levy of GST

CO3- Identify exemptions for different types of goods and services and examine the various provisions of input tax credits

CO4- Analyze provisions regarding penalties and interest and file GST return online

CO5- Understand the significance provisions of the customs law

BCOM304 (Financial Technology)

CO 1- Understand new paradigm of payment system and its advantages

CO2- Understand fundamental blockchain concepts and know about design and implementation of smart contracts

CO3- Explore the fundamental aspects of cryptocurrency and the liquid markets they operate in

CO4- Learn about method for developing decentralized application on black chain

CO5- Understand practical implication of investing in Crypto currencies

CO6- Understand recent contact developments and analyze their impact on the financial services industries

BCOM306 (Introduction to Derivatives)

CO 1- Explain the differences between the types of derivatives and how they can be used for hedging and speculating purpose

CO 2- Differentiate forwards future swaps and options with intent to establish the vertical basis of prizes as well as the practical use and pitfalls of these products

CO3- Analyze and apply strategies for hedging speculations and arbitrage for financial derivatives

CO4- Assess the mechanics valuation and trading strategies of derivative markets develop their own trading strategies in the volatile market.

BCOM308 (New Venture Financing)

CO 1- Generate a business idea using different techniques and describe source of innovative ideas

CO 2- Evaluate advantages of acquiring an ongoing venture with this case study

CO3- present a comparative analysis of various government schemes which are suitable for the business idea

CO4- Develop a marketing plan for a business idea

CO5- Prepare and present a well convinced business plan

BCOM(310) Equity Research And Analysis

CO 1-. Calculate the intrinsic value of a company and compare it with its market value

CO 2- compare the value derived for the company based on different valuation models

CO3- examine the financial statement of a company to assess its past and expected performance

CO4- Take guided decisions on the investments in stock of companies

COM312 (Financial Modelling using Spreadsheets Labs)

CO 1- Create spreadsheet based models and use a variety of spreadsheet tools and techniques such as number of financial and statistical command functions but if scenarios 1 and 2 way input tables optimizations monte Carlo simulations and regression analysis

CO 2- Use logical if statements to custom format cells and to conditionally format cells so as to highlight areas where management attention is needed

CO3- Create linked spreadsheets for decision making models

CO4- Take financial decision using financial models created

BCOM314 (Major Research Project)

CO 1- Apply all theoretical concepts learned in research methodology

CO 2- Articulate a clear research objective with accurate scope and limitations of the study

CO3- identify and appropriate sample size for a study

CO4- choose the appropriate data collection tools for accurate authentic and complete data collections

Co5- study the data using techniques appropriate to the research design

Bachelor of Computer Applications

4. Course Outline of BCA

BCA101 (Discrete Mathematics)

CO 1- Understand the basic conceptual maths and relations .

CO 2- Understand and apply partial order and recurrence relations and their operations.

CO3- To compare and design sorting and hashing techniques.

CO4- A prize and determined the correct logic and solutions for any given real world problem.

BCA103 (Programming Using 'C' Language)

CO 1- Develop programming sues by learning the fundamentals of structured programming using C language.

CO 2- Design and develop programs using arrays storage classes functions and to understand memory management through pointers.

CO3- Critically analyses real world problems using structures unions and develop applications for handling text and binary files.

CO4- Explore the use of command line arguments string manipulations and standard libraries.

BCA105 (Fundamentals of Computers and IT)

CO 1- Describe computers with its characteristics its usage limitations and benefits computer memories and its types software and its types

CO 2- acquire knowledge about number systems various computers languages and operating system DOS

CO3- Attain skills in application software used for word processing spreadsheet and presentations

CO4- Understand network fundamentals and various communications network advanced trends in IT

BCA107 (Web Technologies)

CO 1- Develop strategy for pages through HTML JavaScript, CSS and bootstrap.

CO 2- Implement different constructs and programming techniques provided by JavaScript

CO3- Adapt html JavaScript, CSS and bootstrap syntax and Symantec to build web pages

CO4- Develop client side script using JavaScript to display the content dynamically

BCA 109 Technical Communication

CO1 The student will become familiar with the basics of communication and its importance in the organizational world.

CO 2 To improve the business writing skills also will become well aware how to write effective resume to enter the global world.

CO 3 To improve the listening skills by knowing well how to negotiate and give effective presentations.

CO 4 To make use of effective business language and give a professional look to oneself.

BCA 171 Practical -1 'C' Prog. Lab

CO1 Develop programming skills by learning the fundamentals of structured programming using C Language.

CO 2 Design and develop programs using arrays, storage classes, functions and to understand memory management through pointers

CO3 Critically analyze real world problems using structures, unions and develop applications for handling text and binary files.

BCA 173 Practical – II IT Lab

CO1 Work with basic DOS Commands and Windows Explorer.

CO2 Create Word Documents using advanced features of MS Word.

CO3 Create Worksheet using advanced features of MS Excel.

CO4 Create interactive Presentation using advanced features of MS Power-point.

CO4 Explore the use of command line arguments, string manipulation and standard libraries.

BCA 175 Practical-III Web Tech Lab

CO1 Develop static web pages through HTML, CSS, JavaScript, bootstrap and XML.

CO2 Implement different constructs and programming techniques provided by JavaScript.

CO3 Adapt HTML, CSS, JavaScript, bootstrap and XML syntax and semantics to build web pages.

CO4 Develop Client-Side Scripts using JavaScript to display the contents dynamically

BCA 181+ Bridge Course in Mathematics

CO1 Understand the various approaches dealing the data using theory of matrices.

CO2 Understand and apply the concepts of determinants.

CO3 Understand the concept of calculus such as limit, continuity and differentiability.

CO4 Appraise and determine the correct logic and solutions for any given real world problem using application of integration & integral calculus.

Second Semester

BCA 102 Applied Mathematics

CO1 Understand the various approaches dealing the data using theory of Probability .

CO2 Understand various numerical techniques and apply them to solve real life problems .

CO3 Analyse and evaluate the accuracy of common Numerical Methods .

CO4 Develop a mathematical model for real life situation and solving it Using Linear programming technique

BCA 104 Web Based Programming

CO1 Design and develop dynamic web pages with good aesthetic sense of designing and latest technical know-how's.

CO2 Have a good understanding of Web Application Terminologies

CO3 Learn how to link and publish web sites

BCA 106 Data Structure and Algorithm Using C

CO1 Familiarize the basics of data structures and algorithms.

CO2 Understand and apply linear and nonlinear data structures and their operations.

CO3 Compare and implement searching, sorting and hashing techniques.

CO4 Appraise and determine the correct data structure for any given real world problem.

BCA 108 Database Management System

CO1 Understand the DBMS concepts with detailed architecture, characteristics. Describe different database languages and environment and learn various data models, along with the related terminologies

CO2 Explore Structure Query Language, a brief on NOSQL, Query By Example. Also understand the overview of SQL, and try to implement DDL, DML and DCL along with operators, use of joins, nested query, use of views and Indexes, Discuss Integrity Constraints

CO3 Describe Relational Data Model, explain Codd's Rules, Relational, Algebra, Set theory operations and the concept of functional dependencies and normalization

CO4 Acquire Knowledge about Transaction Processing, concurrency problems, and its controlling techniques, Database backup and recovery and security.

BCA 110 Environmental Studies

CO1 Gain in-depth knowledge on natural processes and resources that sustain life and govern economy.

CO2 Understand the consequences of human actions on the web of life, global economy, and quality of human life.

CO3 Develop critical thinking for shaping strategies (scientific, social, economic, administrative, and legal) for environmental protection, conservation of biodiversity, environmental equity, and sustainable development.

CO4 Acquire values and attitudes towards understanding complex environmental economic-social challenges, and active participation in solving current environmental problems and preventing the future ones.

CO5 Adopt sustainability as a practice in life, society, and industry.

BCA 134 Front End Design Tools VB.NET

CO1 Design Console application using basic programming concepts.

CO2 Design Windows application using control.

CO3 Understand and use of different Data Structures, Exception Handling .

CO4 Learn basic concepts of OOPS. Design classes and interfaces.

BCA 136 Statistical Analysis using Excel

CO1 Understand the basic concepts of statistics and its application in the real life scenarios.

CO2 Understand the means and mechanisms for applying the various skills used in the process of generating various statistical concepts by using MS Excel software

CO3 Developing the skills needed for understand the various features of MS Excel software which assist the user in the process of deriving statistical measures

CO4 Understand the skill needed to draw various forms of graphical representation based on statistical data

CO5 Understand the various features of MS Excel involved in the process of compilation and summarizing of Statistical data and the skills needed to interpret the statistical data.

CO6 Understand the skills needed to ensure the process of integrating data from multiple in MS Excel.

BCA 138 Designing Lab Photoshop

CO1 Explain the basics of graphics designing & Adobe suite .

CO2 Exploring the Raster designing tools in Adobe Photoshop.

CO3 Exploring the Vector designing tools in Adobe Photoshop.

CO4 Exploring the image filters & adjustments in Adobe Photoshop.

BCA 172 Practical-IV WBP Lab

CO1 Design and develop dynamic web pages with good aesthetic sense of designing and latest technical know-how's..

CO2 Have a good understanding of Web Application Terminologies.

CO3 Learn how to link and publish web sites

BCA 174 Practical-V DS Lab

CO1 Implement basic operations on static linear data structure.

CO2 Implement various operations on dynamic linear data structures.

CO3 Implement basic operations on non-linear data structures.

CO4 Implement searching techniques on linear and non-linear data structures.

CO5 Implement sorting techniques on one dimensional array.

BCA 176 Practical-VI DBMS Lab

CO1 Understand the structure and design of relational databases.

CO2 Write DDL statements in SQL to create, Modify and remove database objects

CO3 Use constraints for the database

CO4 Write DML statements in SQL to insert, Modify and remove data from database

CO5 Write SQL statements to retrieve data based on the conditions provided by the user

CO6 Use index and Views in database

CO7 Use structured query language (SQL) to an intermediate/advanced level

Third Semester

BCA 201 Computer Networks

CO1 Utilize the fundamentals of data communication and networking to identify the topologies and connecting devices of networks.

CO2 Understand and describe the layered protocol model (OSI and TCP/IP model)

CO3 Analyze the elements and protocols for peer – peer and communication between layers.

CO4 Evaluate and implement routing algorithms and Router basic configuration.

CO5 Evaluate the protocols and Principles in computer networking

BCA 203 Computer Organization and Architecture

CO1 Able to understand the fundamentals of digital principles and able to design digital circuits by simplifying the Boolean functions.

CO2 Implement the combinational and sequential circuits for the given specifications.

CO3 Able to trace the execution sequence of an instruction through the processor.

CO4 Demonstrate computer architecture concepts related to design of modern processors, memories and I/Os.

CO5 Demonstrate the ability to classify the addressing modes, instructions set.

BCA205 Object Oriented Programming with C++

CO1 Understand the basic principles of Object-Oriented Programming

CO2 Apply OOPs principles using C++ constructs

CO3 Develop expertise in classification hierarchies and polymorphism using C++

CO4 Comprehend the working of files and generic programming

BCA 207 Human Values and Ethics

CO1 Identify and evaluate personal ethical values and their implications in various social situations.

CO2 Recognize the multiple ethical interests at stake in a real-world situation

CO3 Demonstrate knowledge of ethical values in non-classroom activities, such as service learning, internships, and field work integrate, synthesize, and apply knowledge of ethical dilemmas and resolutions in academic settings, including focused and interdisciplinary research

CO4 Instill Moral and Social Values and Loyalty and appreciate the rights of others

CO5 Comprehend the concept of harmony at all the levels of society and readiness to contribute towards harmony at all levels.

BCAT 211 Basics of Python Programming

CO1 Demonstrate knowledge of basic programming constructs in python.

CO2 Illustrates string handling methods and user-defined functions in python

CO3 Applying data structures primitives like List, Dictionary and tuples.

CO4 Identify the commonly used operations involved in file handling.

CO5 To understand how python can be used for application development.

BCAT 213 Cyber Security

CO1 Define the basic concept of Cyber Security, Cybercrime and Cybercriminals. Identify and understand about Cyber Threats.

CO2 Describe briefly types of criminal attack and classification of Cybercrimes. Describe Steganography.

CO3 Identify and apply the Cybercrime Tools and Methods. Identify and apply the underlying concepts of Symmetric-key and Asymmetric-key Cryptography along with Digital Signature.

CO4 Implement security for HTTP applications, Emails. Apply Firewall in your system.

CO5 Implement, evaluate Keyloggers. Implement and evaluate different cyber security algorithms with the help of program.

CO6 Design and create security mechanisms to protect computer systems.

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CO6 Design and create security mechanisms to protect computer systems.

BCA 221 Principles of Management & Organizational Behaviour

CO1 Develop basic knowledge about management, management process, managerial roles, skills and functions and management theories.

CO2 To give knowledge about planning and decision making process. To describe about staffing and directing.

CO3 To learn about the motivation theories and Leadership styles. To discuss about the Organizational behaviour and its application.

CO4 To give basic knowledge people management, their personality and perception. To describe about the Organisational culture and its effects.

BCA 233 Designing Lab CorelDraw

CO1 Explain the basics of graphics designing & CorelDraw suite.

CO2 Exploring the vector & 3D tools in CorelDraw. BTL3

CO3 Exploring the custom shapes & basics of printing inCorelDraw.

CO4 Exploring the workspaces & objects in CorelDraw.

BCA 235 ASP.NET

CO1 Understand the designing and development of WebApplication Components

CO2 Develop dynamic web pages using Web Server controls.

CO3 Design and create web applications with Validation controls .

CO4 Understand and Apply database connectivity to WebApplications

BCA237 AR VR Development with Unity

CO1 Familiarize the basics of augmented, virtual and mixedreality.

CO2 Understand and apply the game development basics.

CO3 Compare and implement the various XR developmenttechniques.

CO4 Appraise the XR development using Unity Engine.

BCA 239 Cyber Ethics

CO1 Define cyber ethics and recognize cyber ethic issues.

CO2 Identify how security issues in cyberspace raise ethicalconcerns.

CO3 Recognize various types of cybercrime and its impact .

CO4 Discuss ethical issues associated with the use of socialnetworks and social media.

CO5 Survey recent whistle-blowing cases focusing on associated ethical issues.

BCA 271 Practical – VII C++ Lab

CO1 Implement basic concepts of Object Oriented Programming.

CO2 Implement the concept of Classes and Objects.

CO3 Analyse and apply various polymorphism techniques to solve real life problems

CO4 Implement Generic Classes, Exception Handling and various fileOperations

Fourth Semester

BCA 202 Java Programming

CO1 Illustrate the Object-Oriented paradigm andJava language constructs

CO2 To inculcate concepts of inheritance to create new classes from existing ones and design the Classes needed given a problem specification.

CO3 To familiarize the concepts of packages and interfaces. BT3 PO4

CO4 To facilitate students in handling exceptions and defining their own exceptions.

CO5 To manage input output using console and files BT4 PO4

CO6 To apply the Java Thread model to develop multithreading applications. BT5 PO4

CO7 To understand and apply the concepts of GUI programming using swings.

BCA 204 Software Engineering

CO1 To evaluate languages to code front end and back end of a software.

CO2 Instantiating into the process of designing, coding and testing a software module.

CO3 Organizing a software product along with its complete documentation.

CO4 Implementing Software Development Cycle to develop a software module.

CO5 To analyse the use of techniques, skills and modern engineering tools necessary for software development.

CO6 Organizing a complete software module.

BCA 206 Introduction to Management and Entrepreneurship Development

CO1 Gain in-depth knowledge on Entrepreneurial development intoday's global scenario.

CO2 Understand the concept of entrepreneurs and to help the students to develop an entrepreneurial mind-set

CO3 Develop critical thinking for shaping strategies and help them tobecome an successful entrepreneur

CO4 Acquire values and attitudes towards understanding complexbusiness problems, and active participation in solving currentbusiness problems.

CO5 Understand the concept of the fundamentals of management

BCAT 212 Introduction to Data Science

CO1 Basics of Data Science and Data Collection strategies.

CO2 Illustrating statistical analysis of data.

CO3 Working with the data structures of python like series and DataFrames

CO4 Statistical analysis of data with the help of python.

BCAT 216 Network Security

CO1 Define and explain the issues and basic concepts of Network Security. To understand how to draw a network model.

CO2 To Explain, understand and summarize the concepts, types and features of Firewall.

CO3 Explain and implement working of authentication/authorization, Packet security, IP Security, Firewall by using some suitable examples.

CO4 Classify and organize the architecture of network security management.

CO5 Evaluate different Network Security algorithms with the help of program.

CO6 Design and create a network security architecture for an organization.

BCAT 218 Web Development with Python and Django

CO1 Install and Configure Python and Django in a development and production environment

CO2 Understands the security implications of Django using templates and develop secure websites with Django

CO3 Utilize Django Models to build an interface with powerful relational databases

CO4 Design and develop forms (both ad-hoc and from Models and

Data Models) and automate the validation and verification of data in those forms

BCA 222 Digital Marketing

CO1 Understanding the digital marketing concepts and its usefulness in business.

CO2 Planning steps for digital marketing strategy and successfully executing it.

CO3 Understand the importance of Social Media Platforms and Social Media Marketing for online communication.

CO4 Applying Search Engine Optimization techniques (SEO) and Search Engine Marketing (SEM) to maximize reach and enhance engagement of users.

CO5 Analyzing web using analytics tools and gaining insights to various tools for Social Media Marketing.

BCA 224 Principles of Accounting

CO1 Basic accounting knowledge, accounting equations, accounting concepts & convention.

CO2 Rules of debit & credit, journal, ledger, trial balance.

CO3 Final A/c's (Trading A/c, Profit & Loss A/c, Balance Sheet) without adjustment & with adjustment.

CO4 Sub division of Journal: Cash Journal, Petty Cash Book, Purchase Journal, Purchase Return Journal, Sales Journal, Sales Return Journal.

CO5 Inventory valuation, Inventory System, Methods of valuation of Inventories (FIFO, LIFO & Weighted Average Method).

CO6 Depreciation concept & causes, Method of recording depreciation & Method of providing depreciation.

BCA 232 Personality Development Skills

CO1 Learn Social Etiquettes and social conversation.

CO2 Learn Leadership, Decision making and Team-building skills.

CO3 Improve confidence building skills.

CO4 Able to manage Stress and Time Management

BCA 272 Practical – VIII Java Lab

CO1 Illustrate the Object-Oriented paradigm and Java language constructs

CO2 To inculcate concepts of inheritance to create new classes from existing ones and design the classes needed given a problem specification.

CO3 To apply various functions of String class BT3 PO4

CO4 To facilitate students in handling exceptions and defining their own exceptions.

CO5 To manage input output using console and files BT4 PO4

CO6 To apply the Java Thread model to develop multithreading applications.

CO7 To understand and apply the concepts of GUI programming using swings.

BCA 274 Practical-IX SE Lab

CO1 To apply the software engineering lifecycle by demonstrating competence in communication, planning, analysis, design, construction, and deployment.

CO2 Demonstrate an understanding of and apply current theories, models, and techniques that provide a basis for the software lifecycle.

CO3 Analysing and developing a software product along with its complete documentation.

CO4 Work as an individual and as part of a multidisciplinary team to develop and deliver quality software in one or more significant application domains.

CO5 Demonstrate an ability to use the techniques and tools necessary for engineering practice

5. BA(JMC) Bachelor of Journalism and Mass Communication

BA (JMC) 105 BASICS OF DESIGN AND GRAPHICS

CO1 Describe basics of Design and Graphics

CO2 Utilize knowledge gained in the application of elements and principles of design in different forms of visual and graphic communication for Print and Web Media

BA(JMC)151 COMMUNICATION SKILLS LAB

CO1 Demonstrate proficiency of effective Communication Skills

CO2 Utilize knowledge gained in planning, designing and presenting a multi-media presentation

BA (JMC) 153 CONTEMPORARY INDIA: ISSUES AND DEBATES

(SEMINARS/ PRESENTATIONS)

CO1 Debate on various aspects of Indian history, art and culture

CO2 critically examine various socio-economic and political issues in India

CO3 Demonstrate critical thinking abilities to analyse and suggest alternatives

BA (JMC) 155 DESIGN AND GRAPHICS LAB – I

CO1 Apply knowledge gained of photo editing software in design and layout

CO2 Demonstrate proficiency of skills in designing and creating layouts using page layout software's for print media

BA (JMC) 107 PERSONALITY DEVELOPMENT

CO 1 Define basics of Personality Development

CO 2 understand listening, speaking and writing etiquettes

CO 3 utilize knowledge gained in developing a positive personal attitude

BA (JMC) 109 WRITING SKILLS

CO1 Describe the writing process for various media

CO2 Describe the process of translation

CO3 utilize knowledge gained in writing accurately and creatively for mass media

BA (JMC) 111 INDIAN CULTURE

CO1 Describe salient features of Indian culture

CO2 Explain the concept of diversity and underlying unity in Indian culture

CO3 Describe the process of integration of elements from other cultures in Indian culture

BA (JMC) 157 PERSONALITY DEVELOPMENT LAB

CO1 demonstrate professional conduct

CO2 apply knowledge gained of professional ethics in media industry

BA (JMC) 159 WRITINGSKILLS LAB

CO1 Demonstrate proficiency of skills to translate and write for various media effectively

SECOND SEMESTER**BA (JMC) 102 PRINT JOURNALISM**

CO1 Define Journalism and News

CO2 Describe techniques of writing & reporting beats

CO3 Explain the structure and functions of a news room

CO4 Utilize knowledge gained in editing & designing of a print layout of newspaper, magazine and journal

BA (JMC) 104 MEDIA LAWS AND ETHICS

CO1 Define Freedom of Press as per Article 19(1) (a) of the Indian Constitution

CO2 Explain reasonable restrictions in freedom of press

CO3 Describe the need & importance of the Press Council of India

CO4 Utilize knowledge gained in coverage of judicial proceedings, Parliament and State Legislature

BA (JMC) 106 STILL PHOTOGRAPHY

CO1 Define Photography

CO2 Describe the parts of a digital camera and their functions

CO3 Describe various lights and lighting applications

CO4 Demonstrate proficiency of knowledge in Photo Journalism

BA (JMC) 152 PRINT JOURNALISM LAB

CO1 write leads and headlines

CO2 identify and rewrite news stories

CO3 edit news stories using editing symbols

CO4 write photo captions and cutlines

BA (JMC) 154 STILL PHOTOGRAPHY LAB

CO1 capture aesthetically rich photographs

CO2 demonstrate proficiency of skills to prepare photo features/photo stories

DESIGN AND GRAPHICS LAB – II

CO1 Apply knowledge gained of designing softwares for design and layout

CO2 Demonstrate proficiency of skills in designing and creating layouts using page layout software for print media

BA (JMC) 108 HEALTH COMMUNICATION

CO1 define Public Health

CO2 describe need and importance of Health Communication

CO3 utilize knowledge gained in reporting and writing on health & lifestyle issues

BA (JMC) 110 SPORTS JOURNALISM

Define Sports Journalism

- Explain types and techniques of sports reporting and writing
- Describe the importance of sports management and regulatory organisations
- Utilize knowledge gained to promote physical and mental wellbeing through sports

ELECTIVE COURSE**SECOND SEMESTER****BA (JMC) 158 HEALTH COMMUNICATION LAB**

CO1 apply knowledge gained in spreading awareness on public health & lifestyle issues

CO2 demonstrate proficiency of skills in health journalism

ELECTIVE COURSE**SECOND SEMESTER****BA (JMC) 160 SPORTS JOURNALISM LAB**

CO1 demonstrate proficiency of skills to create a sports blog and online magazine

THIRD SEMESTER**BA (JMC) 201 DEVELOPMENT COMMUNICATION**

CO1 define and describe the process of Development Communication

CO2 explain the models and paradigms of Development Communication

CO3 utilize the knowledge gained in designing social media marketing campaign on a development issue

BA (JMC) 203 BASICS OF RADIO PROGRAMMING AND PRODUCTION

CO1 Describe radio as a medium of mass communication

CO2 Describe various formats of radio programme

CO3 Describe the process of radio programme production & evaluation

BA (JMC) 205 BASICS OF VIDEO CAMERA, LIGHTS AND SOUND

CO1 Describe video camera operations and functions

CO2 Describe camera movements, mounts, shots, angles and compositions

CO3 Describe techniques of lighting for video production

CO4 Describe the methods of recording and in-cam editing

BA (JMC) 251 RADIO PRODUCTION LAB

CO1 Distinguish and differentiate between various radio programme formats

CO2 Demonstrate proficiency of skills in production of a radio programme

BA (JMC) 253 VIDEO PRODUCTION LAB

CO1 Use video camera, lights and sound for studio and location shooting

CO2 Demonstrate proficiency of skills to operate and handle video system

BA (JMC) 255 SUMMER TRAINING REPORT

CO1 Apply classroom-based education for practical work experience in the industry

CO2 Utilize current standards and recent advances in media and entertainment organisation

CO3 Network with the industry professionals

ELECTIVE COURSE

THIRD SEMESTER

BA (JMC) 207 RADIO JOCKEYING AND NEWS READING

CO1 describe the structure and functioning of radio FM channel

CO2 describe the presentation techniques used by Radio Jockey/ News Reader

CO3 utilize knowledge gained in presentation of a radio programme for transmission

ELECTIVE COURSE**THIRD SEMESTER****BA (JMC) 209 VIDEO EDITING**

CO1 Describe the concept & process of video editing

CO2 Describe various types of video editing

CO3 Describe the process of packaging and archiving

ELECTIVE COURSE**THIRD SEMESTER****BA (JMC) 257 RADIO JOCKEYING AND NEWS READING LAB**

CO1 Write and present a script for radio news.

CO2 Prepare news package.

CO3 Demonstrate proficiency of skills in managing radio programmes transmission as a radio jockey.

ELECTIVE COURSE**THIRD SEMESTER****BA (JMC) 259 VIDEO EDITING LAB**

CO1 Demonstrate proficiency of skills in offline and online video editing

FOURTH SEMESTER**BA (JMC) 202 BASICS OF ADVERTISING**

CO1 Define advertising and brand

CO2 Describe functions and types of advertising agency

CO3 Describe various elements of an advertisement

CO4 utilize knowledge gained to plan and design advertising campaign

BASICS OF PUBLIC RELATIONS**BA (JMC) 204**

CO1 Define Public Relations

CO2 Describe role and importance of Public Relations

CO3 Describe the functions of PR agency

CO4 Utilize knowledge gained in planning and designing a public relations campaign

BA (JMC) 206 TELEVISION PROGRAMMING AND PRODUCTION

CO1 Define TV as a medium of mass communication

CO2 Distinguish and differentiate various TV programme formats

CO3 Describe the process of production of TV programme

BA (JMC) 252 ADVERTISING LAB

CO1 Design, plan and produce advertisements for different mediums

CO2 utilize skills acquired to conceptualise, plan and implement an ad campaign

BA (JMC) 254 PUBLIC RELATIONS LAB

CO1 Plan, design and implement different media release for the launch of a product/service /idea

CO2 Demonstrate proficiency of skills to design and manage a PR pitch and campaign

BA (JMC) 256 TV PRODUCTION LAB

CO1 Demonstrate proficiency of skills to plan, produce a video programme

ELECTIVE COURSE

FOURTH SEMESTER

BA (JMC) 208 TELEVISION NEWS: REPORTING AND ANCHORING

CO1 Describe the structure and functioning of TV news channel.

CO2 Explain the role and responsibilities of TV News Reporter and Anchor.

CO3 Utilize knowledge gained in writing and presenting TV news.

ELECTIVE COURSE

FOURTH SEMESTER

BA (JMC) 210 CORPORATE COMMUNICATION

CO1 Define corporate and Corporate Communication

CO2 Describe shift from PR to Corporate Communication

CO3 Utilize knowledge gained for Corporate Branding

ELECTIVE COURSE

FOURTH SEMESTER**BA (JMC) 258 TELEVISION NEWS: REPORTING AND ANCHORING LAB**

CO1 Demonstrate proficiency of skills acquired in reporting, anchoring and packaging of TV news

ELECTIVE COURSE**FOURTH SEMESTER****BA (JMC) 260 CORPORATE COMMUNICATION LAB**

CO1 Demonstrate proficiency of skills acquired to conduct an identity audit, manage communication of a media.

CO2 Entertainment organisation and prepare a plan for crisis communication.

FIFTH SEMESTER**BA (JMC) 301 BASICS OF NEW MEDIA**

CO1 Describe New Media technology for mass communication

CO2 Explain the use of online discussion forums keeping in mind cyber law and ethics

CO3 Understand the applications of New Media

CO4 Utilize knowledge gained to design and manage a website

BA (JMC) 303 MEDIA RESEARCH

CO1 Define Media Research

CO2 Explain the process of Media Research

CO3 Describe the Research methodology for Media

CO4 Describe the steps involved in report writing

BA (JMC) 305 EVENT MANAGEMENT

CO1 Define event and Event Management

CO2 Describe organisational structure and functionaries of an event management company

CO3 Explain the process of organizing an event

CO4 Utilize knowledge gained to assess and evaluate an event

BA (JMC) 351 NEW MEDIA LAB

CO1 Use search engines effectively

Co2 demonstrate proficiency of skills to design and develop blog and website

BA (JMC) 353 MEDIA RESEARCH LAB

CO1 Apply research techniques in pre-testing/evaluation of media material.

CO2 Conduct media research and write a report.

BA (JMC) 355 EVENT MANAGEMENT LAB

CO1 Prepare a Gantt chart on organizing event.

CO2 Demonstrate proficiency of skills to conceptualise, organize and evaluate an event.

BA (JMC) 357 FUNCTIONAL EXPOSURE REPORT

CO1 Apply classroom learning for practical work experience in the industry.

CO2 Develop professional skills, explore career options and network with potential employers.

CO3 Demonstrate proficiency of skills in their field of interest in Media and Entertainment industry.

ELECTIVE COURSE**FIFTH SEMESTER****BA (JMC) 307 DIGITAL MEDIA MARKETING**

CO1 Describe the concept of social media marketing for online communication

CO2 Explain the concept of social business

CO3 Utilise knowledge gained to create and maintain social networking platforms for business

ELECTIVE COURSE**FIFTH SEMESTER****BA (JMC) 309 FILM APPRECIATION**

CO1 Describe film as a medium of communication

CO2 Describe the evolution of World Cinema

CO3 Explain the emerging trends in contemporary Indian cinema

CO4 Utilize knowledge gained to appreciate and review a film

ELECTIVE COURSE**FIFTH SEMESTER**

BA (JMC) 359 DIGITAL MEDIA MARKETING LAB

CO1 Design and develop blog

CO2 Demonstrate proficiency of skills in use of digital media effectively

ELECTIVE COURSE**FIFTH SEMESTER****BA (JMC) 361 FILM APPRECIATION LAB**

CO1 Demonstrate proficiency of skills in reviewing films for different media

SIXTH SEMESTER**BA (JMC) 302 MEDIA MANAGEMENT AND ENTERPRENEURSHIP**

CO1 Describe the principles and functions of management.

CO2 Describe leadership styles and behavioural patterns.

CO3 Describe the structure and functions of media organizations.

CO4 Explain the importance of revenue generation for media organization in print, radio, TV & online.

BA (JMC) 304 GLOBAL MEDIA: AN OVERVIEW

CO1 Describe the global communication system post World War II.

CO2 Explain the changing trends in global information flow.

CO3 Utilize knowledge gained to analyse major media concerns for India.

BA (JMC) 306 ENVIRONMENT COMMUNICATION

CO1 Understand development as an issue of Man v/s Nature and man as part of nature.

CO2 Describe the concept, scope and importance of environment and Environment Communication.

CO3 Describe the concept, structure and functions of Ecosystem.

CO4 Describe causes, effects and control measures for Environmental Disasters.

CO5 Utilize knowledge gained to conserve natural resources for human welfare.