



MARWARI VIDYALAYA SANCHALIT
**SMT. KAMALADEVI GAURIDUTT MITTAL COLLEGE
OF ARTS & COMMERCE**

ISO 9001 : 2015 Certified
Recipient of Asia Pacific Excellence Award



**DEPARTMENT OF BACHELOR OF COMMERCE (BUSINESS
MANAGEMENT)**

PROGRAMME OUTCOMES:-

1. Students learn the skills of management, finance.
2. Knowledge of various strategies of management, marketing are understood
3. Stress reduction techniques, hr policies are well taught.

SEM-I


PROGRAMME SPECIFIC OUTCOMES:-

PSO1- Students get introduced by various management subjects like Principles of Management, Principles of Marketing, Business and Industrial Law, Introduction to Financial Accounting, Foundation Course and Business Communication .

PSO2 - With previous knowledge of basics of functions of management they learn about all functions of management in depth and get to choose one area of their preference out of Finance Marketing and HR for their further studies.

PSO3- In the final year they get to learn all subjects of their specialization which help them to understand real market and fetch a job on internship after that.




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INTRODUCTION TO FINANCIAL ACCOUNTS I

COURSE OUTCOME:

After completion of this course the outcome will be as follows :

- CO1:** To understand the meaning and scope of accounting, accounting standards, international financial reporting standards and accounting in computerized environment
- CO2:** To enhance the knowledge off principles of double entry bookkeeping, accounting transactions, Ledger, subsidiary books, purchase, sales and returns books, bank reconciliation statement and capital, revenue and deferred revenue expenditure and receipts
- CO3:** To enhance the knowledge of depreciation accounting, rectification of error and the trial balance
- CO4:** To understand the concept of final accounts of manufacturing firm and horizontal and vertical forms of schedule III balance sheet



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BUSINESS LAW I

COURSE OUTCOME:-

After completion of the course , the outcome will be as follows :-

CO1: To include maintaining order, protecting rights and liberties, establishing standards

CO2: To resolve disputes when it comes to businesses and their interactions with individuals, government agencies, and other businesses.



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BUSINESS STATISTICS I

COURSE OUTCOME:

After completion of the course , the outcome will be as follows :-

CO1: To describe data and make evidence based decisions using inferential statistics that are based on well-reasoned statistical arguments.

CO2: The course involves concept understanding, problem formulation and solution, co relation and regression

CO3: To understand time series and index number

CO4: To Derive the decision making problems and probability



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BUSINESS COMMUNICATION I

COURSE OUTCOME:

After completion of this course, the outcome will be as follows :

CO1: Students will enhance the knowledge of theory of communication.

CO2: Students will develop the listening skills to the business ethics with the barriers to communication.

CO3: Students will synthesize theory of business letter writing and personnel correspondence.

CO4: Students will develop language and writing skills in commercial terms, paragraph writing and grammar.



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FOUNDATION COURSE I

COURSE OUTCOME:

After completion of this course, the outcome will be as follows :

CO1: To make student aware for demographic composition, linguistic diversity, regional variations and concept of diversity as difference.

CO2: To enhance the concept of stratification and inequality, Gender Disparities, Disability of Handicapped and women problem.

CO3: To develop understanding of inequalities in caste system and Inter- group conflicts.

CO4: To enhance their knowledge in The Indian Constitution

CO5: To create understanding of Significant Aspect of Political Process.



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FOUNDATIONS OF HUMAN SKILLS I

COURSE OUTCOME:

After completion of this course the outcome will be as follows :

- CO1:** To enhance and enrich the readers' personality and eventually lead to skill development.
- CO2:** To understand different skills of human
- CO3:** To create understanding organization culture
- CO4:** To develop understanding to learners in respect of organizational change & work stress



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BUSINESS ECONOMICS I

COURSE OUTCOME:-

After completion of the course , the outcome will be as follows :-

- CO1:** To develop understanding on Scope and Importance of Business Economics.
- CO2:** To enhance the knowledge on Demand Analysis.
- CO3:** To create understanding on Supply and Production Decisions and Cost of Production.
- CO4:** To make student aware on Market structure: Perfect competition and Monopoly and Pricing and Output Decision under Imperfect Competition.
- CO5:** To enhance the knowledge on Pricing Practices.



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BACHELOR OF MANAGEMENT STUDIES

PROGRAMME OUTCOMES:-

PO1:Students learn the skills of management, finance.

PO2:Knowledge of various strategies of management, marketing are understood.

PO3:Stress reduction techniques, hr policies are well taught.

SEM-I

PROGRAMME SPECIFIC OUTCOMES:-

PSO1:Students get introduced by various management subjects like Principles of Management, Principles of Marketing, Business and Industrial Law, Introduction to Financial Accounting, Foundation Course and Business Communication where they get to learn the all functions of an organization which will be useful for their next year academic.

PSO2:With previous knowledge of basics of functions of management they learn about all functions of management in depth and get to choose one area of their preference out of Finance Marketing and HR for their further studies.

PSO3:In the final year they get to learn all subjects of their specialization which help them to understand real market and fetch a job on internship after that.



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PRINCIPLES OF MARKETING

COURSE OUTCOME:

After completion of this course the outcome will be as follows :

CO1: The basic purpose of marketing management is to achieve the objectives of the business.

CO2: A business aims at earning reasonable profits by satisfying the needs of customers.

CO3: Critically analyse the marketing theories & concepts and understand the relevance in perspective to current business scenario in India.

CO4: To develop basic marketing skills among students in order to cater to the marketing industries



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BUSINESS MATHEMATICS

COURSE OUTCOME:

After completion of this course the outcome will be as follows :

CO1: The objective of this course is to teach the mathematical concepts and principles of multivariate calculus, vector and matrix algebra, differential equations and their applications in business and economics.

CO2: The course involves concept understanding, problem formulation and solution, graphing, and computer application.

CO3 :To The course involves concept understanding, problem formulation and solution, Application of derivative marginal cost, marginal revenue and marginal profit.

CO4 : The objective of this course is to teach the mathematical concepts and principles Newtons forward and backward interpolation .



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INDUSTRIAL LAW

COURSE OUTCOME:

After completion of this course the outcome will be as follows :

CO1: Industrial law regulates the relations between employers and employees and their representative organisations.

CO2: The area of law concerned with the relationship between the employer and the individual employee.



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BUSINESS COMMUNICATION

COURSE OUTCOME:

After completion of this course the outcome will be as follows :

CO1: To impart knowledge about presentation skills and given knowledge of using PPT.

CO2: To develop group communication skills among students.

CO3: To make students practice of business letters in practical view.

CO4: To build language and writing skills among the students.



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FOUNDATION COURSE

COURSE OUTCOME:

After completion of this course the outcome will be as follows :

CO1: The learner will impart the basic knowledge related to globalization.

CO2: The learner is made aware of different fundamental human rights.

CO3: Learners excels the nature of various environmental issues and duty towards protection of environment.

CO4: Learner synthesize the knowledge of stress, conflict, aggression and violence.

CO5: Learner enhance various techniques like yoga, meditation to manage stress.



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FOUNDATION COURSE

COURSE OUTCOME:

After completion of this course the outcome will be as follows :

CO1: By studying the business environment, we can know the changes of business. This information is very useful for our business.

CO2: Every businessman should aware current environment of business. With this, he can think the future of his business in such environment.

CO3: To create understanding of , cultural, political & technological environment.

CO4: To develop understanding to learners of areas of International Environment.



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BUSINESS ENVIRONMENT

COURSE OUTCOME:

After completion of this course the outcome will be as follows :

CO1: By studying the business environment, we can know the changes of business. This information is very useful for our business.

CO2: Every businessman should aware current environment of business. With this, he can think the future of his business in such environment.

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PRINCIPLES OF MANAGEMENT

COURSE OUTCOME:

After completion of this course the outcome will be as follows :

CO1: To determine joint objectives and to provide feedback on the results.

CO2: Setting challenging but attainable objectives promotes motivation and empowerment of employees.



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PROGRAMME SPECIFIC OUTCOMES:-

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PSO2 - With previous knowledge of basics of functions of management they learn about all functions of management in depth and get to choose one area of their preference out of Finance Marketing and HR for their further studies.

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FINANCE
IT IN BUSINESS MANAGEMENT I

COURSE OUTCOME:

After completion of this course the outcome will be as follows :

- C01:** The research objective is a list of things that the report will discuss that could be potential research routes or goals.
- C02:** To use the same example above, research objectives could be to collect research from direct customers, get product feedback and develop new products that are in demand as replacements.
- C03:** Define basic terms of Information Technology, its support and role in Management, for managers.
- C04:** Understand different commands of MS word, MS Excel and MS PowerPoint
- C05:** Examine the basic concepts of Email, Internet and websites, domains and security.



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ENVIRONMENTAL MANAGEMENT

COURSE OUTCOME:-

After completion of the course , the outcome will be as follows :-

- CO1:** Define the different concepts of Environmental management.
- CO2:** Understand and discuss the various concepts of Environmental management.
- CO3:** Analyze the impacts on the environment and different sustainability techniques to manage it.
- CO4:** Appraise voluntary and involuntary measures adopted for Environmental conservation.
- CO5:** Evaluate the causes of Environmental Issues and compare the Legal, Governmental and



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BP & ENTREPRENEURIAL MANAGEMENT

COURSE OUTCOME:

After completion of the course , the outcome will be as follows :-

CO1: To Understand What is Entrepreneurship.

CO2: To analyse how to create Entrepreneurial skill or who can become entrepreneur.

CO3: Understand areas of discipline of management & entrepreneurship

CO4: Develop responsibility of full line of management function of a company with special reference to SME sector



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STRATEGIC MANAGEMENT

COURSE OUTCOME:

After completion of this course, the outcome will be as follows :

- CO1:** Define the different terms and concepts in strategic management.
- CO2:** Discuss strategy formulation in a business environment.
- CO3:** Examine the environment of business for assessing different factors that impact a business.
- CO4:** Investigate the process of strategic implementation.
- CO5:** Summarize the strategy of the business.



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EQUITY & DEBT CAPITAL

COURSE OUTCOME:

After completion of this course, the outcome will be as follows :

- CO1:** Define some important terms of the primary market and secondary market in equity market.
- CO2:** Discuss the role and functioning of the market.
- CO3:** Examine the legislative, executive and judicial functions of such regulatory authorities.
- CO4:** Investigate the concepts of IPO, Book Building, Red Herring Prospectus.
- CO5:** Summarize the evolution, functioning and growth of fixed income securities.



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CORPORATE FINANCE

COURSE OUTCOME:-

After completion of the course , the outcome will be as follows :-

CO1: Define important terms of corporate finance, leverage, time value of money, mobilization of funds.

CO2: Discuss and recognize various types of treatment required for solving various illustrations.

CO3: Solve various illustrations based on capital structure, Leverage, Cost of capital Time value of Money.

CO4: Categorize between various formats of capital structure, leverages, time value of money, capital budgeting.

CO5: Estimate the value of various finances under different structures.



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ACCOUNTING FOR MANAGERIAL DECISIONS

COURSE OUTCOME:-

After completion of the course , the outcome will be as follows :-

- CO1:** Define the important terms of management accounting and the various tools used.
- CO2:** Explain various tools used for management accounting.
- CO3:** Analyze the financial statement using various ratios.
- CO4:** Compare Fund Flow Statement and Cash Flow Statement
- CO5:** Evaluate the concept of management accounting and its significance in the business.



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HUMAN RESOURCES

IT IN BUSINESS MANAGEMENT - II

COURSE OUTCOME:-

After completion of the course , the outcome will be as follows :-

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CO2: To use the same example above, research objectives could be to collect research from direct customers, get product feedback and develop new products that are in demand as replacements.

CO3: Define basic terms of Information Technology, its support and role in Management, for managers.

CO4: Understand different commands of MS word, MS Excel and MS PowerPoint

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ACCOUNTING FOR MANAGERIAL DECISION

COURSE OUTCOME:-

After completion of the course , the outcome will be as follows :-

- CO1:** Define the important terms of management accounting and the various tools used.
- CO2:** Explain various tools used for management accounting.
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- CO4:** Compare Fund Flow Statement and Cash Flow Statement
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STRATEGIC MANAGEMENT

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OB & HRM (HR)

COURSE OUTCOME:

After completion of this course the outcome will be as follows:

- CO1:** Demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization.
- CO2:** Demonstrate the applicability of analyzing the complexities associated with management of individual behavior in the organization.
- CO3:** To define and explain the basic concepts of organizational behaviour and motivation.
- CO4:** To explain the essential concepts of organisational conflicts, resolution of conflicts through negotiation, change management and organisational development




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MOTIVATION & LEADERSHIP

COURSE OUTCOME:-

After completion of the course , the outcome will be as follows :-

- CO1:** To provide awareness and understanding of motivation
- CO2:** To enable to understand concept of culture of East vs west & Work life Balance
- CO3:** To create understanding of theories relating to motivation & leadership
- CO4:** To develop understanding to learners in respect of entrepreneurs & leadership styles



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MARKETING

IT IN BUSINESS MANAGEMENT - I

COURSE OUTCOME:-

After completion of the course , the outcome will be as follows :-

CO1: The research objective is a list of things that the report will discuss that could be potential research routes or goals.


CO2: To use the same example above, research objectives could be to collect research from direct customers, get product feedback and develop new products that are in demand as replacements.

CO3: Define basic terms of Information Technology, its support and role in Management, for managers.

CO4: Understand different commands of MS word, MS Excel and MS PowerPoint

CO5: Examine the basic concepts of Email, Internet and websites, domains and security.




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ENVIRONMENTAL MANAGEMENT

COURSE OUTCOME:-

After completion of the course , the outcome will be as follows :-

- CO1:** Define the different concepts of Environmental management.
- CO2:** Understand and discuss the various concepts of Environmental management.
- CO3:** Analyze the impacts on the environment and different sustainability techniques to manage it.
- CO4:** Appraise voluntary and involuntary measures adopted for Environmental conservation.
- CO5:** Evaluate the causes of Environmental Issues and compare the Legal, Governmental and




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BP & ENTREPRENEURIAL MANAGEMENT

COURSE OUTCOME:-

After completion of the course , the outcome will be as follows :-

CO1: To Understand What is Entrepreneurship.

CO2: To analyse how to create Entrepreneurial skill or who can become entrepreneur.

CO3: Understand areas of discipline of management & entrepreneurship

CO4: Develop responsibility of full line of management function of a company with special reference to SME sector



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ACCOUNTING FOR MANAGERIAL DECISIONS

COURSE OUTCOME:-

After completion of the course , the outcome will be as follows :-

- CO1:** Define the important terms of management accounting and the various tools used.
- CO2:** Explain various tools used for management accounting.
- CO3:** Analyze the financial statement using various ratios.
- CO4:** Compare Fund Flow Statement and Cash Flow Statement
- CO5:** Evaluate the concept of management accounting and its significance in the business.



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STRATEGIC MANAGEMENT

COURSE OUTCOME:-

After completion of the course , the outcome will be as follows :-

- CO1:** Define the different terms and concepts in strategic management.
- CO2:** Discuss strategy formulation in a business environment.
- CO3:** Examine the environment of business for assessing different factors that impact a business.
- CO4:** Investigate the process of strategic implementation.
- CO5:** Summarize the strategy of the business.



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CONSUMER BEHAVIOUR

COURSE OUTCOME:-

After completion of the course , the outcome will be as follows :-

CO1: Creating awareness about the meaning and importance of Consumer Behaviour.

CO2: Analysing Various kind of Consumer and how they behave in different scenario.

CO3: Develop an understanding about the consumer decision making process and its application to the marketing function of a firm

CO4: Have basic knowledge about the issues & dimensions of consumer behaviour. Students are expected to develop the skill of understanding & analysing consumer information and using it to create marketing-oriented strategies.



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ADVERTISING

COURSE OUTCOME:-

After completion of the course , the outcome will be as follows :-

CO1: To provide awareness and understanding of advertising

CO2: To enable to understand strategy in advertising

CO3: To create understanding of creativity in advertising

CO4: To develop understating among learners relating to budget, evaluation and creativity in advertising




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BACHELOR OF MANAGEMENT STUDIES

PROGRAMME OUTCOMES:-

PO1:Students learn the skills of management, finance.

PO2:Knowledge of various strategies of management, marketing are understood.

PO3:Stress reduction techniques, hr policies are well taught.

SEM-IV

PROGRAMME SPECIFIC OUTCOMES:-

PSO1:Students get introduced by various management subjects like Principles of Management, Principles of Marketing, Business and Industrial Law, Introduction to Financial Accounting, Foundation Course and Business Communication where they get to learn the all functions of an organization which will be useful for their next year academic.

PSO2:With previous knowledge of basics of functions of management they learn about all functions of management in depth and get to choose one area of their preference out of Finance Marketing and HR for their further studies.

PSO3:In the final year they get to learn all subjects of their specialization which help them to understand real market and fetch a job on internship after that.



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FINANCE

IT IN BUSINESS MANAGEMENT (FINANCE)

COURSE OUTCOME:

After completion of this course the outcome will be as follows :

CO1: Define basic terms of Information Technology, its support and role in Management, for managers.

CO2: Understand different commands of MS word, MS Excel and MS PowerPoint.




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BUSINESS ECONOMICS (FINANCE)

COURSE OUTCOME:

After completion of this course the outcome will be as follows :

CO1:TO Getting Maximum Results with Minimum Efforts - The main objective of management is to secure maximum outputs with minimum efforts & resources.

CO1:TO Through increased productivity & employment, management ensures better standards of living for the society. It provides justice through its uniform policies.



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BUSINESS RESEARCH METHODS (FINANCE)

COURSE OUTCOME:

After completion of this course the outcome will be as follows :

CO1: To enhance the abilities of learners to understand research in business.

CO2: To enable the learners to understand, develop and apply the fundamental formulating research problem.

CO3: To enable the learners in understanding and developing the most appropriate methodology for their research.

CO4: To make the learners familiar with the basic statistical tools and techniques applicable for research and making of report writing.



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ETHICS & GOVERNANCE (FINANCE)

COURSE OUTCOME:

After completion of this course the outcome will be as follows :

CO1: The main objective of cost management is to reduce the costs expended by an organization while strengthening the strategic position of the firm.

CO2 : To enable to understand ethics in Finance,HR, Marketing




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PRODUCTIVITY&TOTAL QUALITY MANAGEMENT **(FINANCE)**

COURSE OUTCOME:

After completion of this course the outcome will be as follows :

CO1: TO TQM is considered a customer-focused process and aims for continual improvement of business operations.

CO2: TOIt strives to ensure all associated employees work toward the common goals of improving product or service quality, as well as improving the procedures that are in place for production




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AUDITING (FINANCE)

COURSE OUTCOME:

After completion of this course the outcome will be as follows :

- CO1-** Describe basic terms and concepts related to auditing.
- CO2-** Understand the purpose, objective and importance of various aspects of auditing.
- CO3-** Demonstrate Audit Plan & Programme and examine the quality of audit work and apply test checking, routine checking and audit sampling techniques in audit.
- CO4-** Distinguish between Accounting and Auditing and various procedures, methods and techniques of auditing.
- CO5-** Evaluate different types of audits and compliance of financial statements to financial reporting framework and various laws applicable to the concern.
- CO6-** Develop audit plan and program for the audit of a concern and propose adequate internal control system for the concern.



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STRATEGIC COST MANAGEMENT (FINANCE)

COURSE OUTCOME:

After completion of this course the outcome will be as follows :

CO1: The process of corporate restructuring essentially involves significant reorganization of assets and liabilities of the organization so as to conduct the business operations in an efficient, effective and competitive manner with the underlying objective of improving the quality and quantity of the future cash flow.

CO2 : To enable the learners in understanding and developing A Marginal costing, standard costing and performance decision making.


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HR

IT IN BUSINESS MANAGEMENT (HR)

COURSE OUTCOME:

After completion of this course the outcome will be as follows :

CO1: Examine the basic concepts of Email, Internet and websites, domains and security.

CO2: Compare and contrast the security aspects of IT in business, highlighting electronic transactions, advanced security features.



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BUSINESS ECONOMICS (HR)

COURSE OUTCOME:

After completion of this course the outcome will be as follows :

- CO1:** To develop the understanding on Macroeconomic Data and Theory.
- CO2:** To enhance the knowledge on Money, Inflation and Monetary Policy.
- CO3:** To create understanding on Constituents of fiscal Policy.
- CO4:** To aware student on Open Economy: Theory and Issues of International Trade.



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BUSINESS RESEARCH METHODS (HR)

COURSE OUTCOME:

After completion of this course the outcome will be as follows :

CO1: To enhance the abilities of learners to understand research in business.

CO2: To enable the learners to understand, develop and apply the fundamental formulating research problem.

CO3: To enable the learners in understanding and developing the most appropriate methodology for their research.

CO4: To make the learners familiar with the basic statistical tools and techniques applicable for research and making of report writing.



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ETHICS & GOVERNANCE(HR)

COURSE OUTCOME:

After completion of this course the outcome will be as follows :

CO1: The main objective of cost management is to reduce the costs expended by an organization while strengthening the strategic position of the firm.



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PRODUCTIVITY & TOTAL QUALITY MANAGEMENT(HR)

COURSE OUTCOME:

After completion of this course the outcome will be as follows :

CO1: TQM is considered a customer-focused process and aims for continual improvement of business operations. It strives to ensure all associated employees work toward the common goals of improving product or service quality, as well as improving the procedures that are in place for production



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HUMAN RESOURCE PLANING & INFORMATION SYSTEM (HR)

COURSE OUTCOME:

After completion of this course the outcome will be as follows:

- CO1:** To develop the understanding of the concept of human resource management and to understand its relevance in organizations.
- CO2:** To develop necessary skill set for application of various HR issues.
- CO3:** To analyse the strategic issues and strategies required to select and develop manpower resources.
- CO4:** To integrate the knowledge of HR concepts to take correct business decisions.



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TRAINING & DEVELOPMENT IN HRM(HR)

COURSE OUTCOME:

After completion of this course the outcome will be as follows :

CO1: To provide awareness and understanding of Training and Development.

CO2: To enable to understand counselling and techniques.

CO3: To create understanding regarding management development management.

CO4: To develop understanding to learners in respect of performance, knowledge and talent management.




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IT IN BUSINESS MANAGEMENT (MARKETING)

COURSE OUTCOME:

After completion of this course the outcome will be as follows :

CO1: Summarize the concept of outsourcing.

CO2: Generalize the major Trends in Information Technology in Business Management.




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BUSINESS ECONOMICS (MARKETING)

COURSE OUTCOME:

After completion of this course the outcome will be as follows:

- CO1:** Getting Maximum Results with Minimum Efforts - The main objective of management is to secure maximum outputs with minimum efforts & resources. Through increased productivity & employment, management ensures better standards of living for the society. It provides justice through its uniform policies.



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BUSINESS RESEARCH METHODS (MARKETING)

COURSE OUTCOME:

After completion of this course the outcome will be as follows :

CO1: To enhance the abilities of learners to understand research in business.

CO2: To enable the learners to understand, develop and apply the fundamental formulating research problem.

CO3: To enable the learners in understanding and developing the most appropriate methodology for their research.

CO4: To make the learners familiar with the basic statistical tools and techniques applicable for research and making of report writing.



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ETHICS & GOVERNANCE (METKETING)

COURSE OUTCOME:

After completion of this course the outcome will be as follows :

CO1: To provide awareness and understanding emergence of ethics and business ethics.

CO2: To enable to understand ethics in Finance, HR, Marketing.

CO3: To create understanding of CSR.

CO4: To develop understanding to learners relating to Corporate Governance




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PRODUCTIVITY & TOTAL QUALITY MANAGEMENT (METKETING)

COURSE OUTCOME:

After completion of this course the outcome will be as follows :

CO1: TQM is considered a customer-focused process and aims for continual improvement of business operations. It strives to ensure all associated employees work toward the common goals of improving product or service quality, as well as improving the procedures that are in place for production.



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RURAL MARKETING (METKETING)

COURSE OUTCOME:

After completion of this course the outcome will be as follows :

CO1: Rural marketing involves the process of developing, pricing, promoting, distributing rural specific product and a service leading to exchange between rural and urban market which satisfies consumer demand and also achieves organizational objectives.



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INTEGRATED MARKETING COMMUNICATION & ADVERTISING (METKETING)

COURSE OUTCOME:

After completion of this course the outcome will be as follows :

CO1: The main purpose of training is to ensure that all employees have the technical skills needed to perform the job efficiently and smoothly. While technical training can be job-specific, programs typically focus on the hard skills an employee needs to meet the key performance indicators associated with the role.

CO2: To create understanding regarding publicity and public relations.

CO3: To develop understanding to learners in respect of ethics and ethical issues.



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BACHELOR OF MANAGEMENT STUDIES

PROGRAMME OUTCOMES:-

PO1:Students learn the skills of management, finance.

PO2:Knowledge of various strategies of management, marketing are understood.

PO3:Stress reduction techniques, hr policies are well taught.

SEM-V


PROGRAMME SPECIFIC OUTCOMES:-

PSO1:Students get introduced by various management subjects like Principles of Management, Principles of Marketing, Business and Industrial Law, Introduction to Financial Accounting, Foundation Course and Business Communication where they get to learn the all functions of an organization which will be useful for their next year academic.

PSO2:With previous knowledge of basics of functions of management they learn about all functions of management in depth and get to choose one area of their preference out of Finance Marketing and HR for their further studies.

PSO3:In the final year they get to learn all subjects of their specialization which help them to understand real market and fetch a job on internship after that.




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HR

LOGISTICS & SUPPLY CHAIN MANAGEMENT

COURSE OUTCOME:

After completion of this course the outcome will be as follows :

- CO1:** To acquaint the learners with various concepts of logic.
- CO2:** To understand the terms for better correlation with the practical world.
- CO3:** Develop skills for planning, designing the operational facilities of supply chain with the analytical and critical understanding.
- CO4:** Understand how logistics play an important role in redefining value chain.



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COPORATE COMMUNICATION AND PUBLIC RELATIONS


COURSE OUTCOME:

After completion of this course the outcome will be as follows :

CO1: To study the relevance and importance of corporate world.

CO2: To acquaint the learners with various concepts of public relations




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STRATEGIC HRM & HR POLICIES

COURSE OUTCOME:

After completion of this course the outcome will be as follows :

CO1: To understand human resource management from a strategic perspective.

CO2: To link the HRM functions to corporate strategies in order to understand HR as a strategic resource.

CO3: To understand the relationship between strategic human resource management and organizational performance.



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PERFUTURE MANAGEMENT & CAREER PLANNING

COURSE OUTCOME:

After completion of this course the outcome will be as follows :

CO1: To understand the concept of performance management in organizations.

CO2 : To review performance appraisal systems.

CO3: To understand the significance of career planning and practices.



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INDUSTRIAL RELATIONS

COURSE OUTCOME:

After completion of this course the outcome will be as follows :

CO1: To understand the concept of performance management in organizations.

CO2: To review Industrial Relations.

CO3: To understand the significance of Industrial Relations done



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STRESS MANAGEMENT

COURSE OUTCOME:

After completion of this course the outcome will be as follows :

- CO1:** To understand the nature and causes of stress in organizations.
- CO2:** To familiarize the learners with the stress prevention mechanism.
- CO3:** To understand the strategies that help cope with stress.
- CO4:** To be able to apply stress management principles in order to achieve high levels of performance.
- CO5:** To enable to learners to adopt effective strategies, plans and techniques to deal with stress.




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MARKETING

LOGISTICS & SUPPLY CHAIN MANAGEMENT

COURSE OUTCOME:

After completion of this course the outcome will be as follows:

CO1: To acquaint the learners with various concepts of logic.

CO2: To understand the terms for better correlation with the practical world.

CO3: Develop skills for planning, designing the operational facilities of supply chain with the analytical and critical understanding.

CO4: Understand how logistics play an important role in redefining value chain.



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CORPORATE COMMUNICATION AND PUBLIC RELATIONS

COURSE OUTCOME:

After completion of this course the outcome will be as follows:

CO1: To study the relevance and importance of corporate world.

CO2: To acquaint the learners with various concepts of public relations.



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SERVICES MARKETING

COURSE OUTCOME:

After completion of this course the outcome will be as follows:

CO1: To understand distinctive features of services and key elements in services marketing.

CO2: To provide insight into ways to improve service quality and productivity.

CO3: To understand marketing of different services in Indian context.



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E-COMMERCE & DIGITAL MARKETING

COURSE OUTCOME:

After completion of this course the outcome will be as follows :

CO1: To understand increasing significance of E-Commerce and its applications in Business and Various Sectors.

CO2: To provide an insight on Digital Marketing activities on various Social Media platforms and its emerging significance in Business.

CO3: To understand Latest Trends and Practices in E-Commerce and Digital Marketing, along with its Challenges and Opportunities for an Organisation.



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SALES DISTRIBUTION MANAGEMENT

COURSE OUTCOME:

After completion of this course the outcome will be as follows:

- CO1:** To develop understanding of the sales & distribution processes in organizations.
- CO2:** To get familiarized with concepts, approaches and the practical aspects of the key decision making variables in sales management and distribution channel management.



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CUSTOMER RELATIONSHIP MANAGEMENT

COURSE OUTCOME:

After completion of this course the outcome will be as follows :

CO1: Understand the basic concepts of Customer relationship management.

CO2: To understand marketing aspects of Customer relationship management.

CO3: Learn basics of analytical Customer relationship management.

CO4: Understand basics of operational Customer relationship management.



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FINANCE

LOGISTICS & SUPPLY CHAIN MANAGEMENT

COURSE OUTCOME:

After completion of this course the outcome will be as follows:

CO1: To acquaint the learners with various concepts of logic.

CO2: To understand the terms for better correlation with the practical world.

CO3: Develop skills for planning, designing the operational facilities of supply chain with the analytical and critical understanding.

CO4: Understand how logistics play an important role in redefining value chain.




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CORPORATE COMMUNICATION AND PUBLIC RELATIONS


COURSE OUTCOME:

After completion of this course the outcome will be as follows:

CO1: To study the relevance and importance of corporate world.

CO2: To acquaint the learners with various concepts of public relations.




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INVESTMENT ANALYSIS & PORTFOLIO MANAGEMENT

COURSE OUTCOME:

After completion of this course the outcome will be as follows :

CO1: To acquaint the learners with various concepts of finance.

CO2: To understand the terms which are often confronted while reading newspaper, magazines etc for better correlation with the practical world.

CO3: To understand various models and techniques of security and portfolio analysis.




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WEALTH MANAGEMENT

COURSE OUTCOME:

After completion of this course the outcome will be as follows :

- CO1:** To provide an overview of various aspects related to wealth management.
- CO2:** To study the relevance and importance of Insurance in wealth management.
- CO3:** To acquaint the learners with issues related to taxation in wealth management.
- CO4:** To understand various components of retirement planning.



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RISK MANAGEMENT

COURSE OUTCOME:

After completion of this course the outcome will be as follows:

- CO1:** To familiarize the student with the fundamental aspects of risk management and control.
- CO2:** To give a comprehensive overview of risk governance and assurance with special reference to insurance sector.
- CO3:** To introduce the basic concepts, functions, process, techniques of risk management.



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DIRECT TAXES (FINANCE)

COURSE OUTCOME:

After completion of this course the outcome will be as follows:

CO1: To understand the provisions of determining residential status of individual.

CO2: To study various heads of income.

CO3: To study deductions from total income.

CO4: To compute taxable income of Individuals.



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**DEPARTMENT OF BACHELOR OF COMMERCE (BUSINESS
MANAGEMENT)**

PROGRAMME OUTCOMES:-

1. Students learn the skills of management, finance.
2. Knowledge of various strategies of management, marketing are understood
3. Stress reduction techniques, hr policies are well taught.

SEM-I


PROGRAMME SPECIFIC OUTCOMES:-

PSO1- Students get introduced by various management subjects like Principles of Management, Principles of Marketing, Business and Industrial Law, Introduction to Financial Accounting, Foundation Course and Business Communication .

PSO2 - With previous knowledge of basics of functions of management they learn about all functions of management in depth and get to choose one area of their preference out of Finance Marketing and HR for their further studies.

PSO3- In the final year they get to learn all subjects of their specialization which help them to understand real market and fetch a job on internship after that.




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FINANCE
OPERATIONAL RESEARCH

COURSE OUTCOME:

After completion of this course the outcome will be as follows :

- CO1:** To help students to understand operations research methodologies.
- CO2:** To help students to solve various problems practically
- CO3:** To make students proficient in case analysis and interpretation
- CO4:** Define key concepts in operations research.
- CO5:** Discuss decision making models in operations research.




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PROJECT WORK

COURSE OUTCOME:

After completion of this course the outcome will be as follows:

- CO1:** Understand the topic selected fully and to use it for practical purpose.
- CO2:** Identify the fundamental aspects associated with the project.
- CO3:** Familiarise the relation with various variables involved in the research.
- CO4:** Analyse fully the data received and collected through primary and secondary methods of data collection.




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INNOVATIVE IN FINANCIAL SERVICE

COURSE OUTCOME:

After completion of the course , the outcome will be as follows :-

- CO1:** Describe fund based and fee-based financial services
- CO2:** Discuss Framework of various financial services
- CO3:** Examine process of Issue management carried out by intermediaries
- CO4:** Compare fee-based and fund based financial services
- CO5:** Evaluate growth of innovative financial service in India



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PROJECT MANAGEMENT

COURSE OUTCOME:

After completion of this course, the outcome will be as follows :

- CO1:** The objective of this course is to familiarize the learners with the fundamental aspects of various issues associated with Project Management
- CO2:** To give a comprehensive overview of Project Management as a separate area of Management
- CO3:** To introduce the basic concepts, functions, process, techniques and create an awareness of the role, functions and functioning of Project Management




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STRATEGIC FINANCIAL MANAGEMENT

COURSE OUTCOME:

After completion of this course, the outcome will be as follows :

CO1: The objective of this course is to familiarize the learners with the fundamental aspects of various issues associated with STRATEGIC FINANCIAL Management

CO2: To give a comprehensive overview of strategic Management as a separate area of Management

CO3: Describe the applicability of the concept of Financial Management to understand the managerial Decisions and Corporate Capital Structure

CO4: Explain the success of projects, strategies and even total businesses by articulating NPVs over time

CO5: Examine the significance of cash flow and working capital management.



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INDIRECT TAXES

COURSE OUTCOME:

After completion of this course the outcome will be as follows :

CO1: To make aware about provisions of indirect tax with regard to GST and concept of supply, to aware about documentation and collection of Tax

CO2: To understand the provisions and procedure to compute input tax credit and computation of GST

CO3: To Understand the concept of Documentation

CO4 : To Understand the concept of Registration

CO5: Based on the concept of supply, summarize the supplies that would and would not attract GST liability.



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HR

OPERATIONAL RESEARCH

COURSE OUTCOME:-

After completion of the course , the outcome will be as follows :-

CO1: To help students to understand operations research methodologies

CO2: To help students to solve various problems practically

CO3: To make students proficient in case analysis and interpretation

CO4: Define key concepts in operations research.

CO5: Discuss decision making models in operations research.



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PROJECT WORK

COURSE OUTCOME:

After completion of this course the outcome will be as follows:

- CO1:** Understand the topic selected fully and to use it for practical purpose.
- CO2:** Identify the fundamental aspects associated with the project.
- CO3:** Familiarise the relation with various variables involved in the research.
- CO4:** Analyse fully the data received and collected through primary and secondary methods of data collection.




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HRM IN GLOBAL PERSPECTIVE

COURSE OUTCOME:

After completion of this course, the outcome will be as follows :

CO1: To understand the HRM at global Level.

CO2: Equip the students with requisite knowledge, skills & right attitude necessary to provide effective leadership in a global environment

CO3: Develop competent management professionals with strong ethical values, capable of assuming a pivotal role in various sectors of the Indian Economy & Society, aligned with the national priorities.

CO4: A career in diverse sectors of the industry domestically and globally




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ORGANIZATIONAL DEVELOPMENT

COURSE OUTCOME:

After completion of this course, the outcome will be as follows :

CO1: To create understanding of Organization development.

CO2: Understand the process designed to improve the effectiveness of an organisation by incorporating individual, group and system level requirements

CO3: Analyse and evaluate the role of HRD and OD in relation to organisational outcomes such as organisational effectiveness, productivity and quality of working life.

CO4: Collaborate effectively with others for sharing and extending knowledge to complete complex HRD task



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HRM IN SERVICE SECTOR MANAGEMENT

COURSE OUTCOME:

After completion of this course, the outcome will be as follows :

CO1: To understand the concept and growing importance of HRM in service sector

CO2: To understand how to manage human resources in service sector

CO3: To understand the significance of human element in creating customer satisfaction through service quality



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INDIAN ETHOS IN MANAGEMENT

COURSE OUTCOME:

After completion of this course, the outcome will be as follows :

CO1: To understand the concept of Indian Ethos in Management

CO2: To link the Traditional Management System to Modern Management



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MARKETING
OPERATIONAL RESEARCH

COURSE OUTCOME:

After completion of this course, the outcome will be as follows :

CO1: To help students to understand operations research methodologies


CO2: To help students to solve various problems practically

CO3: To make students proficient in case analysis and interpretation

CO4: Define key concepts in operations research.

CO5: Discuss decision making models in operations research.




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PROJECT WORK

COURSE OUTCOME:

After completion of this course the outcome will be as follows:

- CO1:** Understand the topic selected fully and to use it for practical purpose.
- CO2:** Identify the fundamental aspects associated with the project.
- CO3:** Familiarise the relation with various variables involved in the research.
- CO4:** Analyse fully the data received and collected through primary and secondary methods of data collection.



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BRAND MANAGEMENT

COURSE OUTCOME:

After completion of this course, the outcome will be as follows :

- CO1:** To understand the meaning and significance of Brand Management
- CO2:** To Know how to build, sustain and grow brands
- CO3:** To know the various sources of brand equity
- CO4:** Define the important terms of branding.
- CO5:** Discuss the importance of brand equity for building image of a product in consumer's mind.




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Retail Management

COURSE OUTCOME:

After completion of this course, the outcome will be as follows :

- CO1:** To familiarize the students with retail management concepts and operations
- CO2:** To provide understanding of retail management and types of retailers
- CO3:** To develop an understanding of retail management terminology including merchandize management, store management and retail strategy.
- CO4:** To acquaint the students with legal and ethical aspects of retail management
- CO5:** Evaluate the legal/permission required to start retail store in India.




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INTERNATIONAL MARKETING

COURSE OUTCOME:

After completion of this course, the outcome will be as follows :

CO1: To understand International Marketing, its Advantages and Challenges.

CO2: To provide an insight on the dynamics of International Marketing Environment.

CO3: To understand the relevance of International Marketing Mix decisions and recent developments in Global Market

CO2: Discuss the need for undertaking marketing for mitigating challenges in international marketing.

CO3: Illustrate the various methods and challenges of international marketing.




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MEDIA PLANNING AND MANAGEMENT

COURSE OUTCOME:

After completion of this course, the outcome will be as follows :

CO1: To understand Media Planning, Strategy and Management with reference to current business scenario.

CO2: To know the basic characteristics of all media to ensure most effective use of advertising budget.

CO3: To provide an insight on Media Planning, Budgeting, Scheduling and Evaluating the Different Media Buys

CO4: Describe the basic characteristics of all media to ensure most effective use of advertising budget

CO5: Understand Media Planning, Strategy and Management with reference to current business scenario



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