

**PROGRAM OUTCOME, PROGRAMME SPECIFIC OUTCOME AND COURSE
OUTCOME (UNDER-GRADUATE COURSES)**

BCOM

Program Objectives:

The B.Com Program aims to cultivate in students virtues of commerce professionals to effectively contribute to the needs of the society with commitment and integrity. It intends to provide a strong foundation level understanding of functioning of business organisations and various transactions in the fields of Accountancy, Auditing, Taxation, Management, Finance, Mathematics, Law, Statistics, Business Communication, Advertising and Economics.

The broad objectives of the Program are:

1. to develop professional knowledge and skills in the fields of Finance, Accounting, Taxation, Marketing, Import & Export Management, Mathematics and Statistics by adopting student centric pedagogy.
2. to encourage the students to undertake higher studies and research in commerce and allied disciplines.
3. to develop qualities to handle both individual and team work efficiently through projects, assignments and other activities.
4. to imbibe values of ethical practice in business.
5. to develop communication skills for putting forth ideas, views, and messages effectively.

Program Outcome:

Program outcomes are a set of competencies which students acquire at the end of graduation. On successful completion, they shall:

1. have fundamental knowledge of Accountancy, Auditing, Taxation, Management, Finance, Law, Business Communication, Advertising, Economics and Mathematics / Statistics and provide innovative solutions to problems in business.
2. be able to communicate their ideas with industry efficiently and effectively.
3. develop the ability to work at individual level as well as at team level.
4. be able to integrate the latest technology and apply mathematical and statistical tools and techniques.
5. have skills to develop business models and be responsible global citizens who exhibit cross cultural competent behaviour, and ethical values.

Programme Specific Outcome:

After successful completion of B.Com degree a student should be well acquainted with knowledge and set of skills to meet the challenges of industry with an ease. Understanding and applying mathematical tools and techniques for research in field of Commerce

FYBCOM**Semester I****I Accountancy & Financial Management- I****Course Objectives:**

Based on the course syllabus following are course objectives:

1. To understand the concept of Financial Accounting and different terminology of accounting
2. To understand the implication of Accounting Standard - 1: Disclosure of accounting policies
3. To study the Accounting Standard - 2: Valuation of Inventories.
4. To study and distinguish Accounting Standard -9: Revenue Recognition.
5. To study and calculate Inventory Valuation based on the method available
6. To understand and classify Capital and Revenue: Expenditure and receipts.
7. To study and prepare Final accounts of manufacturing concern.
8. To understand the concept of Departmental Accounts and prepare departmental account
9. To understand the concept of Accounting for Hire Purchase and prepare accounting for hire purchase

Course Outcomes:

On completion of this course, Students would be able to

1. Apply the financial accounting concepts
2. Implement Accounting Standards in practical world.
3. Analyze the nature, function, and limits of inventory valuation
4. Analyze and differentiate between Capital and Revenue: Expenditure and receipts.
5. Prepare and understand final accounts of manufacturing concern.
6. Prepare and understand departmental accounts.
7. Evaluate the importance of Hire purchase and prepare hire purchase accounting.

Commerce I
Course Objectives:
On completion of this course students should be able to:
1. The objective of this course is to acquaint the students to the concept of the business and its characteristics.
2. Analyze impact of business environment on business.
3. Develop understanding of project planning techniques.
4. Develop knowledge and interest about entrepreneurship and financial assistance provided by government.
Course Outcomes:
After completion of this course, students will have
1. Understanding of various concepts of business.
2. Knowledge of impact of business environment on business.
3. Analyse the various project planning methods.
4. Develop interest to pursue higher education in the field of business such as MBA, MMS etc.
Business Economics -I
Course Objectives:
1. To stimulate the student interest by showing the relevance and use of various economic theories.
2. To apply economic reasoning to problems of business.
Course Outcome:
The main outcome of this course is to expose Students of Commerce to basic Micro Economic concepts and inculcate an analytical Approach to the subject matter.
Business Communication - I
Course Objectives:
1. To develop awareness of the complexity of the communication process

2. To develop effective listening skills in students so as to enable them to comprehend instructions and become a critical listener

3. To develop effective oral skills so as to enable students to speak confidently interpersonally as well as in large groups

4. To develop effective writing skills so as enable students to write in a clear, concise, persuasive and audience centered manner

5. To develop ability to communicate effectively with the help of electronic media

Course Outcomes:

1. Students are aware about importance of communication and complexities involved

2. Students have now, understood importance and the need for listening effectively in corporate set-up

3. Students are well acquainted with method of business correspondence

4. Students now can make use of emerging electronic mediums for effective communication

Environmental Studies - I

Course Objectives:

1.To inculcate scientific temperament in students.

2. To make them understand the component of environment.

3. To make students aware of natural resources and sustainable development.

4. To make them understand the demographic pattern in the world and India.

5. To make students aware about connection between urbanization and environment.

6. To acquaint the commerce students in reading of thematic maps and map filling.

Course Outcomes:

At the end of this course students will be able to:

1. Describe the components of environment.

2. Identify components of sustainable practices and types of natural resources.

3. Recognize the demographic issues.

4. Point out the effects of urbanization on environment.

5. Improve their map reading and filling skills.

Foundation Course -I**Course Objectives:**

- 1) To inculcate scientific temperament in students.
- 2) To enlighten students about diversities existing in India.
- 3) To aware students about disparities among people of India.
- 4) To make students aware of The Indian Constitution.
- 5) To make them understand the political system of India.

Course Outcomes:

At the end of this course students will be able to:

- 1) Describe the different existing diversities in India.
- 2) Diagnose the causes of existing disparities in India.
- 3) Perform their fundamental duties.
- 4) Improve their role as citizen of India.

I Mathematical & Statistical Techniques -I**Course Objectives:**

The students should be able to understand:

- 1) The nature of mathematical & statistical in managerial skills of organisations.
- 2) The formulae, sums and derivation of mathematics.
- 3) The practical sums of mathematical principles used in the different fields of commerce and non-commerce.
- 4) The practice of mathematics and statistics in the different organisations.
- 5) The application of mathematics and statistics principles and theorems in the daily working of the organisation

Course Outcomes:

On completion of these course, students would be able to :-

- 1) Define statistics, real functions, Annuity, derivatives, correlation & regression analysis, time series, index numbers and probability distribution functions.

2) Derive the formulae of mathematics and statistics.

3) Use the formulae in the managerial skills of the organisations.

4) Use the formulae, techniques clues, graph, bar-diagrams including one-dimensional & two-dimensional in the different courses of the commerce, science, arts and operational research.

5) Use of decision theory in the decision making, planning, leading, organising and controlling that influence the activities in the organisations.

Semester II

Accountancy & Financial Management-II

Course Objectives:

On completion of this course, students should have an understanding of:

1) To Prepare Final accounts of small trading concern from the single entry system.

2) To Prepare Consignment account.

3) To prepare Branch account under Debtors method and Stock and Debtors method.

4) To make claims to insurance company for loss of goods by fire.

Course Outcomes:

On completion of this course, Students would be able to:

1) Prepare Final account of small trading concern.

2) Prepare Consignment account.

3. Prepare Branch account under Debtors method and Stock and Debtors method.

4) Make claims to insurance company for loss of goods by fire.

Commerce-II

Course Objectives:

On completion of this course students should be able to:

1. The objective of this course is to acquaint the students to the uniqueness of the services characteristics and its marketing implications.

2. Analyze role of service sector in the economy

3. Develop understanding of emerging service industries

4. Develop knowledge of scope of service industry and job opportunities created by it.

Course Outcomes:

After completion of this course, students will have

1. Understanding of various concepts of services marketing
2. Knowledge of new trends in service sector
3. Analyse the various e-commerce services in India.
4. Develop interest to pursue higher education in the field of marketing

Business Economics-II

Course Objectives:

1. Students will be able to identify and explain economic concepts and theories related to the behavior of economic agents, markets, industry and firm structures, legal institutions, social norms, and government policies.
2. To apply economic reasoning to problems of business.
3. Students will be able to evaluate the consequences of economic activities and institutions for individual and social welfare.
4. Students will be able to identify the basic features of alternative representations of human behavior in economics.

Course Outcomes:

1. Apply marginal analysis to the “firm” under different market conditions
2. Understand the causes and consequences of different market structures
3. Apply economic models to examine current economic issues and evaluate policy options for addressing these issue
4. Understand the meaning of marginal revenue and marginal cost and their relevance for firm profitability

Business Communication - II

Course Objectives:

1. To make students aware of various forms and criteria used by organization in the employee selection process.

2. To make students aware of business correspondence used as a mode of communication to maintain uniformity and smooth flow of communication in the organization.

3. To improve students language reading and writing skills, which is necessary in all the organizational correspondence.

Course Outcomes:

1. The students are now aware of the selection criteria in the business organization.

2. Students will learn about procedures and format to be followed for business correspondence, which will be beneficial to them in their work life.

3. Language and writing skills has helped them improve their vocabulary and writing skills.

Environmental Studies - II

Course Objectives:

1) To inculcate scientific temperament in students.

2) To create awareness about solid waste management.

3) To aware students about environmental issues.

4) To acquaint the commerce students to assess and analyze the environmental issues.

5) To make students aware about links in economy and environment.

6) To make students aware of sustainable practices.

Course Outcomes:

At the end of this course students will be able to:

1) Describe the solid waste management for sustainable society.

2) Identify ways of sustainable practices in Agriculture and industry.

3) Recognize the environment issues.

4) Understand the relationship of environment and economy by ecotourism.

5) Improve their contribution towards environment.

Foundation Course - II

Course Objectives:

1. To inculcate scientific temperament in students.

2. To enlighten students about the ways to upgrade economy of India.

3. To aware students about environmental problems and sustainable development.
4. To make students socially aware of the societal problems and their personality.
Course Outcomes:
At the end of this course students will be able to:
1. Describe the concept of Liberalization, privatization and globalization.
2. Use their fundamental rights.
3. Identify agents of environment degradation
4. Recognize the importance of sustainable development.
5. Apply the principles of psychology to practical problems.
6. Improve their personality.
Mathematical & Statistical Techniques - II
Course Objectives:
The students should be able to understand:
1) The nature of mathematical & statistical in managerial skills of organisations.
2) The formulae, sums and derivation of mathematics.
3) The practical sums of mathematical principles used in the different fields of commerce and non-commerce.
4) The practice of mathematics and statistics in the different organisations.
5) The application of mathematics and statistics principles and theorems in the daily working of the organisation
Course Outcomes:
On completion of these course, students would be able to :-
1) Define statistics, real functions, Annuity, derivatives, correlation & regression analysis, time series, index numbers and probability distribution functions.
2) Derive the formulae of mathematics and statistics.
3) Use the formulae in the managerial skills of the organisations.
4) Use the formulae, techniques clues, graph, bar-diagrams including one-dimensional & two-dimensional in the different courses of the commerce, science, arts and operational research.

5) Use of decision theory in the decision making, planning, leading, organising and controlling that influence the activities in the organisations.

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Semester III

Accountancy & Financial Management- III

Course Objectives:

1. To equip students with preparation of partnership final accounts based on adjustment of admission, retirement and death of partner.
2. To learn the concept of piecemeal distribution of cash.
3. To understand the need and accounting of amalgamation of firms.
4. To understand the need and accounting of conversion/sale of partnership firm into a limited company.

Course Outcomes:

- 1.The students will be able to understand the application and handling the accounting treatment of partnership accounting in relation to amalgamation as well conversion of firm into a company.
2. The students will be able to understand the need and accounting of piecemeal distribution of cash.

Financial Accounting & Auditing -V (Introduction to Management Accounting)

Course Objectives:

Based on the course syllabus following are course objectives:

1. To understand the concepts of Management accounting and its importance
2. To know the Basis of Accounting
3. To prepare the different forms of financial statement
4. To study and calculate different types the Ratio
5. To understand the concept of Working Capital, types and how to calculate the requirements of working capital
6. To study the concept of capital budgeting and different approaches of capital budgeting.

Course Outcomes:

On completion of this course, Students would be able to
1. Apply the concepts of Management accounting and its importance in business.
2. Analyses the Basis of Accounting in an organisation.
3. Prepare different forms of financial statement for analysis's, evaluation and compare the financial information.
4. Compute of different types of ratio.
5. Ascertain working capital requirement for an organisation.
6. Ascertain capital budgeting through different approaches and managerial decisions can be taken.
Commerce - III
Course Objectives:
1. To provide knowledge of basic concepts of management and its functions.
2. To give understanding of various functions of management and its importance in organisation
3. To develop understanding and interest in management functions.
Course Outcomes:
After completion of this course, students will have
1. Understanding of various concepts of management.
4. 2. Knowledge of various functions of management and its importance in organisation
3. Develop interest to pursue higher study options such as Masters in Management Studies (MMS), Master of Business Administration (MBA), Masters in Financial Management (MFM)
Business Economics - III
Course Objectives:
1. To introduce principles of Macroeconomics and Public Finance
2. To help students use Macroeconomic concepts to analyse the national economy
3. To provide a link between economic concepts and real world problems through cases and examples.

Course Outcomes:

1. Understanding of the fundamentals of macroeconomics
2. Ability to analyse cause-effect relationship between macroeconomic variables
3. Ability to interpret public policies and their impact on the economy
4. Understand application of Macroeconomics to business decision making

Advertising - I**Course Objectives:**

1. To provide knowledge of advertising as a tool of promotion
2. To give understanding of advertising agency and its role in promotion
3. To develop interest in advertising by relating to real life economic and social aspects of advertising
4. To develop knowledge of different types of advertising.

Course Outcomes:

After completion of this course, students will have

1. Understanding of advertising and its role in promotion
2. Knowledge of advertising agency and its activities.
3. Evaluation of economic and social aspects of advertising.
4. Develop interest to pursue postgraduate education in advertising.

Foundation Course - III**Course Objectives:**

- 1) To sensitize students with their rights.
- 2) To make students aware about environmental concerns
- 3) To groom students scientific temper
- 4) To aware students about career opportunities in competitive exams

Course Outcomes:

- 1) The students will be able to use their rights as a citizen of country.
- 2) The approach of the students will be sensitive towards environment in order to protect it.

3) The scientific temper of students will get developed.
4) The avenue of career in competitive exams will be opened for students.
Business Law - I
Course Objectives:
On completion of this course, Students should have an understanding of -
A. The reason for enacting Indian Contract Act – 1872
B. The various norms under Sales of Goods Act.
C. The Benefits of special contracts.
D. The various authorities for protection under Consumer and Competition Act
E. The Criminal Liability under Dishonor of cheque as per latest Negotiable Instruments
Amendment Act
Course Outcomes:
On completion of this course, Students will be able to:
A. Analyze the various valid rules for making contracts.
B. Understand the concept of special contracts.
C. Help them to follow the procedure as per Consumer Protection Act and Sales of goods act.
D. Know more about the different Negotiable Instruments.
Semester IV
I Accountancy & Financial Management - IV
Course Objectives:
On completion of this course, students should have an understanding of:
1. To understand the company accounts and balance sheet of company accounts.
2. To understand the accounting treatment of redemption of Preference Shares.
3. To understand the accounting treatment of redemption of Debentures.
4. To learn the concepts of Profit Prior to Incorporation. Understand the ascertainment and treatment of Profit Prior to Incorporation
Course Outcomes:

On completion of this course, students will be able to:

1. A. Understand the nature of company accounts and balance sheet of company accounts.
2. Understand and explain of accounting treatment of redemption of Preference Shares.
3. Understand and explain of accounting treatment of redemption of Debentures.
4. Understand and explain the concepts of Profit Prior to Incorporation. Understand the ascertainment and treatment of Profit Prior to Incorporation

Financial Accounting & Auditing -VI (Introduction to Auditing)

Course Objectives:

On completion of this course, students should have an understanding of:

1. The concept of audit.
2. The function, objectives and principles of audit.
3. The errors and frauds in financial statements and auditor duties in the audit process.
4. The planning of audit and execution of audit planning.
5. The importance of audit evidence, audit working papers and audit notebook.
6. The procedure of vouching and verification of assets liabilities, income and expenditure.
7. The audit techniques and audit sampling used in auditing.
8. Risk involved in sampling
9. Method of sampling

Course Outcomes:

On completion of this course, Students would be able to:

1. The role of auditor in an organization.
2. Importance of auditor in the eyes of law.
3. Detect and prevent error and fraud in financial statement
4. Use the technology to vouch the vouchers, verify the fixed assets.
5. Prevention of document

Commerce - IV

Course Objectives:

1. To provide knowledge of basic concepts of production management, inventory management and quality management.

2. To give understanding of Indian financial system

3. To develop understanding and interest in mutual funds and financial markets.

Course Outcomes:

After completion of this course, students will have

1. Understanding of various concepts of production management, inventory management and quality management.

2. Knowledge of Indian financial system and securities market.

3. Develop interest to pursue higher study options such as Masters in Management Studies (MMS), Master of Business Administration (MBA), Masters in Financial Management (MFM) .

Business Economics - IV

Course Objectives:

1. To introduce principles of Public Finance

2. To help students use Macroeconomic concepts to analyze the national economy

3. To provide a link between economic concepts and real world problems through cases

4. To understand the role of government in the economy

Course Outcomes:

1. Understanding of the fundamentals of macroeconomics

2. Ability to analyze cause-effect relationship between macroeconomic variables

3. Ability to interpret public policies and their impact on the economy

4. Understand application of Macroeconomics to business decision making

5. To form foundation for courses in taxation

Advertising - II

Course Objectives:

1. To provide knowledge of various media used in advertising.

2. To give understanding of advertising campaigns and its related elements.

3. To develop interest and creativity in advertising by relating to real life scenarios.

4. To critically evaluate advertising and its elements.

Course Outcomes:

After completion of this course, students will have

1. Understanding of various Medias of advertising.
2. Knowledge of advertising campaign and its planning.
3. Evaluation skill of various elements of advertising.
4. Develop interest to pursue postgraduate education in advertising.

Foundation Course - IV

Course Objectives:

- 1) To sensitize students with their rights.
- 2) To make students aware about environmental concerns
- 3) To groom students scientific temper
- 4) To aware students about career opportunities in competitive exams

Course Outcomes:

- 1) The students will be able to use their rights as a citizen of the country.
- 2) The approach of the students will be sensitive towards the environment in order to protect it.
- 3) The scientific temper of students will get developed.
- 4) The avenue of career in competitive exams will be opened for students

Business Law - II

Course Objectives:

On completion of this course, Students should have an understanding of:

- A. The reason for updating the parent act(Companies Act) 1956
- B. The various new definitions given as per Companies Act 2013
- C. The Benefits of Partnership Act
- D. The various authorities for protection under Consumer and Competition Act
- E. The Intellectual Property Rights in today's society.

Course Outcomes:

On completion of this course, Students will be able to:

- A. Analyze the various modification made related companies act.
- B. Understand the concept of Limited Liability Partnership.
- C. Help them to follow the procedure as per Consumer Protection Act.
- D. Know what are the differences are between Patent, Copyright, Trademark etc.

TYBCOM**Semester V****Financial Accounting & Auditing -VII (Financial Accounting)****Course Objectives:**

1. To equip students with the preparation of final accounts of companies as per Indian Companies Act, 2013.
2. To understand the need of Internal Reconstructing and accounting of Internal Reconstruction..
3. To learn the concept of Buy Back of Shares and accounting of Buy Back of Shares.
4. To understand the concept of fixed income securities and variable income securities as per Accounting Standard-13.

Course Outcomes:

1. The student will get the knowledge of final accounts of companies as per Indian Companies act, 2013.
2. The student will understand the accounting treatment of internal reconstruction, buy back of shares and investment accounting.
3. The students will be able to understand the ethical behavior and implications for accountants.

Financial Accounting & Auditing -VIII (Cost Accounting)**Course Objectives:**

Based on the course syllabus following are course objectives:

1. To understand the concepts of cost accounting and it important
2. To study the different types of material and how to calculate the cost of Material.

3. To understand and evaluate the labour costing and different method computation of remuneration and incentive of Labour.

4. To know and compute the different types of overheads and evaluation

5. To study and prepare the cost classification and Cost sheet

6. To understand the concept of Reconciliation of Cost and Financial Accounts and prepare the reconciling statement.

Course Outcomes:

On completion of this course, Students would be able to

1. Apply the concept of cost accounting and it's important in day to day activities.

2. Classify types of material and analyse material cost

3. Compute remuneration and incentive of Labour system and ascertain the value of labour cost

4. Classify different types of overheads and evaluate the overheads based on types of distribution

5. Classify the different types of cost involved in cost accounting and prepare cost sheet

6. Identify the difference in cost sheet and financial accounting and will prepare Reconciliation statement of Cost and Financial Accounts.

Economics -V

Course Objectives:

1.To enhance students understanding about the nature and pattern of Indian Economy.

2.To gain basic knowledge of factors governing Indian economy and its growth.

Course Outcomes:

On successful completion of this course, students would be able to:

1. The students would be able to appreciate and understand the various aspects of Indian economy.

2. The students would get an insight and understanding of the reforms and policy measures undertaken by government of India.

Commerce -V (Marketing)

Course Objectives:

1. To familiarise students with various marketing concepts.
2. To give knowledge of consumer behaviour and factors influencing it.
3. To acquaint with the various product decision areas and their components.
4. To provide knowledge of various methods of distribution and promotion.
5. To acquaint with the various marketing ethics and challenges faced by marketers.

Course Outcomes:

Students shall be able to understand :

1. To explain the various marketing concepts.
2. To identify the consumer behaviours and recognize the factors leading to it.
3. To identify various product decision areas and interpret them.
4. To analyse various distribution and promotion methods.
5. To appraise the marketing ethics and challenges in marketing.

Direct and Indirect Taxes - I**Course Objectives:**

On completion of this course, students should have an understanding of:

1. Basic terms used in the taxation, year of income taxable to tax.
2. Income chargeable to tax under various head.
3. Different heads of income.
4. Deductions available under various sections.
5. Computation of total income.

Course Outcomes:

On completion of this course, Students would be able to:

1. Determine the financial year and assessment year.
2. Determine the residential status of the individual and scope the relevant income.
3. Calculate the income under various head in which it will be taxable.
4. Compute total taxable income after providing deduction available under different sections.

Export Marketing Paper - I**Course Objectives:**

On completion of this course students should be able to:

1. Understand concepts of export marketing and its importance.
2. Understanding of foreign trade policy and its implications on economy and trade.
3. Develop Conceptual understanding of various incentives available for exporters.

Course Outcomes:

After completion of this course, students will have

1. Understanding of various concepts of export marketing.
2. Knowledge of foreign trade policy and its implications on economy and trade.
3. Develop interest to pursue higher study options such as Masters in international business, courses on exports and imports.

Computer Systems & Applications - I**Course Objectives:**

1. To understand basic concepts of how a database stores information via tables and SQL syntax used with MySQL.
2. To learn and understand the functions of the Excel interface components and construct formulas.
3. To provide understanding of data communication, networking and internet.

Course Outcomes:

Students shall be able to understand:

1. Concepts of Database and SQL syntax using MySQL.
2. Excel formulas, Built-in functions and data analysis tools.
3. Exchange of data, computer networking.

Semester VI**Financial Accounting & Auditing -IX (Financial Accounting)****Course Objectives:**

On completion of this course, students should have an understanding of:

1. To focus on the accounting treatment in case of Amalgamation of companies as specified in AS-14 and understand the preparation of Balance Sheet of the transferee company
2. To understand the accounting treatment of transactions other than the reporting currency.
3. To learn the concepts of Liquidation of Companies and its accounting treatments.
4. To learn the concepts of underwriting of shares and its accounting procedure.
5. To learn the concepts of Limited Liability Partnership (LLP)

Course Outcomes:

On completion of this course, students will be able to:

1. Understand the nature of Amalgamation, Absorption & External Reconstruction with corresponding accounting treatments of pooling of interests and purchase method respectively. Meaning and Computation of purchase consideration
2. Understand and explain of Accounting of Transactions of Foreign Currency In relation to purchase and sale of goods, services and assets and loan and credit transactions.
3. Understanding of Liquidation of Companies, Underwriting, Underwriting Commission Provision of Companies Act with respect to Payment of underwriting commission.
4. Understand the accounting treatment of Underwriting of Shares & Debentures, Meaning of liquidation or winding up Preferential payments Overriding preferential payments Preparation of statement of affairs, deficit / surplus account Liquidator's final statement of account.
5. Understand the Accounting for Limited Liability Partnership- Statutory Provisions Conversion of partnership firm into LLP, Final Accounts.

Financial Accounting & Auditing -X (Cost Accounting)

Course Objectives:

On completion of this course, students should have an understanding of:

1. The concept of contract costing and different terminology of it.
2. Different aspect of Process costing and its impact on cost of production.
3. Importance of Marginal costing and Standard Costing in decision making process.
4. Concept of emerging concepts of Cost Accounting

Course Outcomes:

On completion of this course, Students would be able to:

1. Calculate profit involved in contract costing and implication of different terminology.

2. Ascertain cost of production per units in each process and different types of losses.

3. Use of Marginal costing and standard costing in decision making process.

4. Application of emerging concept in different situation.

Economics-VI

Course Objectives:

1. To know about the various aspects of International Trade and Commercial Policy

2. To understand the concept of BOP, structure, disequilibrium its causes and how to correct disequilibrium.

3. To understand the important WTO agreements like TRIPs, TRIPS ,GATS.

4.. To know about foreign exchange market and its functions

Course Outcomes:

On successful completion of this course, students would be able to:

1.To analyse the various theories of international trade and know why two countries engage in international trade.

2. To understand the various types of Economic Integration

3. Explain the different concepts of terms of trade

4. Explain the structure of BOP, disequilibrium in BOP, causes of disequilibrium

5. Describe the foreign exchange rate and determine its equilibrium exchange rate

Commerce-VI (H.R.M.)

Course Objectives:

1. To familiarise the students with the concepts of HRM and SHRM.

2. To make them understand performance appraisal, career planning.

3. To develop an understanding for human relations and leadership qualities.

4. To make students aware about the trends in HRM

Course Outcomes:

Students shall be able to understand :

1. Importance of HRM in the current business environment

2. Career planning advantages and aperformance appraisal.

3. Theories of motivation and leadership

4. Trends developing in HRM.

Direct and Indirect Taxes - II

Course Objectives:

On completion of this course, students should have an understanding of:

1. The basic concept and terms used in indirect taxation.
2. Negative list, exempted list and taxable goods and services under GST Act.
3. Point of taxation and Incidence of levy of tax.
4. Registration, Payment and recovery of GST.

Course Outcomes:

On completion of this course, students would be able to:

1. Apply the basic concepts of GST rules in taxation.
2. Identification of taxable and non taxable goods.
3. Determining point of taxation for the payment of tax liability
4. Register, payment and set off of GST.

Export Marketing Paper - II

Course Objectives:

1. To familiarise the students with product decision areas in export marketing
2. To acquaint with the various INCO terms and FOB problems in export marketing
3. To give knowledge of various distribution and promotion methods used in export marketing
4. To acquaint with the export finance providing financial institutions in the country
5. To provide understanding of various procedures and documents adopted in export marketing

Course Outcomes:

After completion of this course, students will have

1. To Identify the various product decision areas in exports.
2. To interpret the various Inco terms used in exports

3. To solve FOB Problems of export marketing
4. To identify the various financial institutions providing export finance
5. To distinguish between various export procedures and documents .

Computer Systems & Applications - II

Course Objectives:

1. To understand increasing significance of E-commerce and its applications in business.
2. To learn and understand the use of Advanced Excel formulas and features in intensive data analysis.
3. To learn and understand the processes of developing forms in visual basic.

Course Outcomes:

Students shall be able to understand:

1. Basic concepts of business models and e-commerce.
2. Advanced Excel formulas, functions and data analysis tools.
3. Creating forms in visual basic.

Bachelor of Commerce (Accounting & Finance) BAF

Program Objectives:

Bachelor of Commerce (A&F) aims at cultivating knowledge among students to be ideal managers/ entrepreneurs. The course lays specific emphasis on managing the financial and accounting aspects of business.

The broad objectives of the Program are:

1. to develop fundamental knowledge about the fields of finance, accountancy, audit, taxation, law, technology and innovative practices by adopting learner centric pedagogy.
2. to motivate students to pursue higher studies such as chartered accountancy, cost accountancy, chartered financial analyst, Business administration and company Secretaryship.
3. to nurture students' ability to work as consultants. 4. to arouse students' interest in research.

Program Outcome:

Program outcomes are a set of competencies students acquire at the end of graduation. On successful completion, they shall:

1. have fundamental knowledge of finance, accountancy, audit, taxation, law, technology and innovative practices.

2. communicate effectively with all stakeholders.

3. work at both individual and team level.

Program Specific Outcome:

1) Students will be able to prove proficiency with the ability to engage in professional programmes like CA, ICMA and CS.

2) It moulds the students in such a way which will make them having overall knowledge about Commerce and in depth knowledge about core subjects of Accountancy and Finance.

3) Students acquire practical skills to work as Tax Consultant, Audit Assistant and other Financial Supporting Services.

4) Students will be able to do higher education and advance research in the field of Commerce and Finance

F. Y. B.A.F

Semester I

Financial Accounting (Elements of Financial Accounting) - I

Course Objective:

On completion of this course, students should have an understanding of:

1. Accounting standards applicable in preparation of final accounts.

2. Final account of manufacturing concern.

3. Departmental account and various basis for calculation.

4. Accounting for hire purchase and payment of EMI.

Course Outcomes:

On completion of this course, Students would be able to:

1. Apply accounting standard in accounting work.

2. Prepare final account of manufacturing concern.

3. Prepare departmental account and calculation of various ratios for the base.

4. Calculate interest, EMI, cash price of the product.

Business Environment**Course Objective**

On completion of this course, Students should have an understanding of -

1. The reason for studying Business and its environment.
2. The various new Business strategies.
3. The process & formalities relating to Contemporary Issues.
4. The concept of International Environment.

Course Outcome

On completion of this course, Students will be able to:

1. Analyze the various features of business.
2. Understand and explain the new business strategies.
3. Help the organization to follow the procedures as per new issues.
4. Follow the process and formalities required by the international market.

Cost Accounting (Introduction and Element of Cost) - I**Course Objective**

1. The concepts of cost accounting
2. Verification and costing of Material.
3. Efficiency rating, computation of remuneration and incentive of Labour.
4. Classification of overheads

Course Outcome

1. Apply the concept of cost accounting.
2. Verify and analyze material cost.
3. Compute remuneration and incentive of Labour.
4. Ascertain the value of overhead cost.

Financial Management (Introduction) - I**Course Objective**

1. nature and scope of Financial Management.

2. the concept of Valuation
3. the concept of Leverage
4. the concept Cost of Capital
5. the concept of Types of Financing
Course Outcome
On completion of this course, Students would be able to:
1. manage finance efficiently and effectively.
2. calculate the time value of money, present value, internal rate of return, annuity, techniques of discounting.
3. take decision on Financial, Operating and Combined leverages.
4. raise the finance for business purpose .
Business Communication - I
Course Objective
1. To understand the importance of specifying audience and purpose and to select appropriate communication choices.
2. To understand and appropriately apply modes of expression, i.e., descriptive, expositive, narrative, scientific, and self-expressive, in written, visual, and oral communication.
3. To participate effectively in groups with emphasis on listening, critical and reflective thinking, and responding.
Course Outcome
Students shall be able to understand:
1. Utilize analytical and problem solving skills appropriate to business communication.
2. Participate in team activities that lead to the development of collaborative work skills.
3. Select appropriate organizational formats and channels used in developing and presenting business messages.
4. Compose and revise accurate business documents using computer technology.
5. Communicate via electronic mail, Internet, and other technologies.
Foundation Course - I

Course Objectives:

- 1) To make students understand disparity of country.
- 2) To acquaint students understand the concept of multiculturalism .
- 3) To groom personality of students.
- 4) To drill Indian Political Process amongst students.

Course Outcomes:

- 1) The students will understand the importance of integrity.
- 2) The students will learn the tenets of Indian Constitution

Commerce (Business Environment) - I**Course Objective**

On completion of this course, Students should have an understanding of -

1. The reason for studying Business and its environment.
2. The various new Business strategies.
3. The process & formalities relating to Contemporary Issues.
4. The concept of International Environment.

Course Outcome

On completion of this course, Students will be able to:

1. Analyze the various features of business.
2. Understand and explain the new business strategies.
3. Help the organization to follow the procedures as per new issues.
4. Follow the process and formalities required by the international market.

Business Economics - I**Course Objective:**

1. To enable the students to understand concepts with regards to demand, supply and pricing from the point of view of the businesses
2. To Understand various types competitions in the market.

3. To understand and appreciate the basic Micro and Macroeconomics and their application to the business.

Course Outcome:

At the end of this course students should be able to:

1. Expose students of Commerce to basic Micro Economics Concepts and inculcate in analytical approach to the subject matter.

2. Stimulate the students' interest by showing the relievable and use of various economic theories and functions.

3. Apply economic reasoning to problems of business.

Semester II

Financial Accounting (Special Accounting Areas) - II

Course objective:

On completion of this course, students should have an understanding of:

1. Departmental accounting system and ratios used in the classification of income and expenses.

2. Branch accounting system and inter-departmental transfer of goods at cost price and at selling price.

3. Accounting from Incomplete records for small traders to convert into complete records by conversion method.

4. Consignment accounts and settlement of account between consignor and consignee.

Course outcome:

On completion of this course, Students would be able to:

1. Ascertain the departmental profit by Preparing Departmental Account.

2. Analyze Branch profit by preparing Branch Accounts based on dependent and independent branch.

3. Prepare Trading, Profit and Loss Account, and Balance -sheet of traders.

4. Compute profit on consignment sale based on debtor's method or stock and debtors method

Auditing (Introduction and Planning) - I

Course Objective:

On completion of this course, students should have an understanding of:

1. Audit system and errors and frauds committed in the auditing.
2. Audit planning, procedure and documentation for the efficient and timely completion of audit work.
3. Different techniques used for the audit.
4. Internal control used in the organization and its role in auditing.

Courses Outcomes:

On completion of this course, Students would be able to:

1. Detect errors and frauds in the financial statement.
2. Prepare and maintain the audit plan, procedure and documentation for the evidence purpose.
3. Apply audit techniques like test check and routing checking which reduce the work of audit assistant.
4. Understand the internal control, existence and its effectiveness.

Innovative Financial Services**Teaching objectives:**

1. To familiarize the learners with the fundamental aspects of various issues associated with various financial services.
2. To give a comprehensive overview of emerging financial services in the light of globalization.
3. To introduce the basic concepts, functions process techniques and create an awareness of the role, functions and functioning of financial services.
4. To make them understand consumer finance and credit rating

Teaching outcome:

Students will be able to understand:

1. Different financial services are there and its use.
2. The fundamental aspects of various issues associated with various financial services.
3. Functions process techniques and create an awareness of the role, functions and functioning of financial services.

4. Consumer finance and credit rating.

Business Communication - II

Course Objectives:

- 1) To develop amongst students Writing Skills
- 2) To make students understand Soft Skills
- 3) To groom personality of students
- 4) To enforce on students the effective use of Oral Communication

Course Outcomes:

- 1) The students will be able to write effectively letters as far as business correspondence is concerned.
- 2) The students will be able to speak confidently in English.
- 3) Students' linguistic skills will get enhanced.

Foundation Course - II

Learning objectives:

- i) To understand the impact of globalization, Privatization and Globalization on Indian society
- ii) To introduce the concept of Human Rights and fundamental rights
- iii) To understand the importance of environment and sustainable development
- iv) To recognize factors that cause stress and conflict in present times
- v) To create Awareness of social problems of Indian society: its challenges and remedies among youth

Learning outcome:

- i) Students upgraded their knowledge on current challenges and issues of Indian society
- ii) Students sensitized about social problems plaguing Indian society
- iii) Students learned the concept of human rights and fundamental rights.

Business Law (Business Regulatory Framework) - I

Course Objective

On completion of this course, Students should have an understanding of:

1. The reason for studying business law
2. The various rules related to Contract
3. The process & formalities of seller and buyer under sales
4. The process of issue & formalities under Consumer Protection act
Course Outcome
On completion of this course, Students will be able to:
1. Analyze the various acts under business law.
2. Understand and explain different contracts.
3. Help the organization to follow the procedure of sales.
4. Follow the process and formalities required for filing complaints under consumer protection act.
Business Mathematics
Course Objectives
The students should be able to understand:
1) The nature of mathematical & statistical in managerial skills of organisations.
2) The formulae, sums and derivation of mathematics.
3) The practical sums of mathematical principles used in the different fields of commerce and non-commerce.
4) The practice of mathematics and statistics in the different organisations.
5) The application of mathematics and statistics principles and theorems in the daily working of the organisation
Course Outcomes
On completion of these course, students would be able to :-
1) Define statistics, real functions, Annuity, derivatives, correlation & regression analysis, time series, index numbers and probability distribution functions.
2) Derive the formulae of mathematics and statistics.
3) Use the formulae in the managerial skills of the organisations.

4) Use the formulae, techniques clues, graph, bar-diagrams including one-dimensional & two-dimensional in the different courses of the commerce, science, arts and operational research.

5) Use of decision theory in the decision making, planning, leading, organising and controlling that influence the activities in the organisations.

Semester III

S. Y. B.A.F

Financial Accounting (Special Accounting Areas) - III

Course objective:

On completion of this course, students should have an understanding of:

1. Concept of Partnership firm.
2. Piecemeal distribution.
3. Amalgamation of partnership firm
4. Conversion / Sale of a Partnership Firm into a Ltd .Company
5. Accounting of foreign currency transactions.

Course outcome:

On completion of this course, Students would be able to:

1. Analyse Partnership firm accounting.
2. Apply piecemeal distribution.
3. Amalgamate partnership firm.
4. Convert Partnership Firm into a Ltd .Company
5. Able to solve problem based on foreign currency transactions.

Cost Accounting (Methods of Costing) - II

Course Objective:

On completion of this course, students should have an understanding of:

1. Classification of costs, profit centre, cost centre and investment centre.
2. Reconciliation of cost account and financial account.
3. Contract costing for different period and different contracts.

4. Process costing used for ascertaining the value of process.

Course Outcomes:

On completion of this course, Students would be able to:

1. Prepare the cost sheet indicating element of cost.
2. Prepare reconciliation statement after finding the difference in both the set of account.
3. Ascertain the cost of contract, profit or loss, work completed and work uncertified.
4. Ascertain the cost of each process, unit cost, normal loss, abnormal loss and abnormal gain.

Taxation -II (Direct Taxes Paper-I)

Course Objective:

On completion of this course, students should have an understanding of:

1. Basic terms used in the taxation, year of income taxable to tax.
2. Income chargeable to tax under various head.
3. Different heads of income.
4. Deductions available under various sections.
5. Computation of total income.

1. Course Outcomes:

2. On completion of this course, Students would be able to:
3. Determine the financial year and assessment year.
4. Determine the residential status of the individual and scope the relevant income.
5. Calculate the income under various head in which it will be taxable.
6. Compute total taxable income after providing deduction available under different sections.

Information Technology in Accountancy - I

Teaching Objectives:

1. To understand history of computers, hardware & software, networking.
2. Practical hands on training required for office automation.
3. To understand basic concepts of Email, Internet and other emerging technology.

4. To understand increasing significance of E-commerce and its applications in business.

Teaching Outcome:

Students shall be able to understand:

1. Basics of computer system.
2. Practical hands on session on latest MS-Office software.
3. Internet and its applications, Risks and security considerations, Legal issues.
4. The role of Strategy in E Commerce and Value chains in E Commerce.

Foundation Course in Commerce (Financial Market Operation) - III

Program Objective:

1. The objective is to familiarize students with required concepts of financial markets, financial instruments and financial services.

Program Outcome:

1. Students learned various concepts of financial markets , financial instruments and financial services.

Business Law (Business Regulatory Framework) -II

Course Objective :

On completion of this course, Students should have an understanding of -

1. The Benefits of Partnership Act
2. The various procedures for incorporating a LLP.
3. Importance of Factories Act in today's society.

Course Outcome:

On completion of this course, Students will be able to:

1. Analyze the various modification made related to Partnership Act.
2. Understand the concept of Limited Liability Partnership.
3. Help them to follow the provisions of factories act.
4. Know what the Penalties are as per the factories act.

Business Economics - II

Course Objective:

1. To understand the functioning of economy at the macro level.
2. To understand how the economy is regulated through monetary and fiscal policies.

Course Outcome:

On successful completion of this course, students would be able to:

1. Understand the meaning and components of the National Income Accounts, business cycle and its phases; Aggregate Supply, Aggregate Demand model of the macro economy.
2. An insight on how monetary policy & fiscal policy operates, its tools, and its advantages and drawbacks;
3. An insight into the dynamics of macroeconomics and international economics.

Semester IV**Financial Accounting (Special Accounting Areas) -IV****Course objective**

On completion of this course, students should have an understanding of:

1. Final Accounts of Companies,.
2. Redemption of preference shares,\
3. Redemption of Debentures
4. Ascertainment and Treatment of Profit Prior to Incorporation
5. Accounting of Foreign Branch.

Course Outcomes

On completion of this course, Students would be able to:

1. Analyze Final Accounts of Companies.
2. Redeem preference shares of company.
3. Redeem Debentures of company
4. Convert Partnership into Limited Companies.
5. Maintaining accounting of Foreign Branch.

Management Accounting (Introduction)

Course Objectives:

On completion of this course, students should have an understanding of:

1. The concept of Management Accounting
2. The objectives and use of Analysis and Interpretation of Accounts. The interpretation of financial statement.
3. The objectives Ratio Analysis
4. The Concept of Cash Flow Statement
5. The concept of Working Capital Concept

Course Outcomes:

On completion of this course, students would be able to:

1. Interpret the role of Management Accounting in Decision Making.
2. Prepare Vertical Forms of Balance Sheet and Profit and Loss Account suitable for analysis
a) Trend Analysis. b) Comparative Statement. c) Common Size Statement
3. Calculate Balance-sheet Ratio, Revenue Statement Ratio and Composite Ratio
4. Prepare Cash Flow Statement with reference to Accounting Standard No.3.
5. Estimate Working Capital-Concept, Projection of Working Capital Requirements in case of Trading and Manufacturing Organization

Taxation -III (Direct Taxes Paper-II)**Course Objectives:**

On completion of this course, students should have an understanding of:

1. The concept of Management Accounting
2. The objectives and use of Analysis and Interpretation of Accounts. The interpretation of financial statement.
3. The objectives Ratio Analysis
4. The Concept of Cash Flow Statement
5. The concept of Working Capital Concept

Course Outcomes:

On completion of this course, students would be able to:

1. Interpret the role of Management Accounting in Decision Making.

2. Prepare Vertical Forms of Balance Sheet and Profit and Loss Account suitable for analysis
a)Trend Analysis. b) Comparative Statement. c) Common Size Statement
3. Calculate Balance-sheet Ratio, Revenue Statement Ratio and Composite Ratio
4. Prepare Cash Flow Statement with reference to Accounting Standard No.3.
5. Estimate Working Capital-Concept, Projection of Working Capital Requirements in case of Trading and Manufacturing Organization
Information Technology in Accountancy -II
Teaching objectives:
1. To provide understanding of business process and use of IT in accountancy.
2. To understand need and requirement of a computerized accounting system.
3. To understand managerial decision-making and to develop perceptive of major functional area of MIS.
4. To understand need and importance of IT in auditing.
Teaching outcome:
Students shall be able to understand:
1. Business processes and accounting systems automation.
2. Development and design of computerized accounting system.
3. Functional area of MIS and DSS relationship with MIS.
4. Auditing in IT environment.
Foundation Course - IV in Management (Introduction to Management)
Learning objectives:
1. To throw light on the basic processes of Management.
2. To grasp the Financial of Management.
Learning outcome:
1. To develop knowledge about evolution of management thoughts
2. To better understanding of planning and decision making

3. To give an idea about organization structure and different types of organization
4. To make them familiarize with recruitment process and stages in selection
5. To provide idea about motivation, importance of communication and Principles of coordination.

Research Methodology in Accounting and Finance

COURSE OBJECTIVES:

1. To obtain the basic knowledge and skills required in the field of research in Accounting & Finance.
2. To develop understanding of the fundamental theoretical ideas and logic of research
3. To introduce students to many of the technical aspects of how to do empirical research using some of the main data collection and analysis techniques.

COURSE OUTCOMES:

On completion of this course, students would be able to:

1. Generalize the Process of research
2. Describe the need of research design
3. Perform a literature review in a specific area.
4. Design the Questionnaire for Research Projects.
5. Prepare Research Report.

Business Law (Company Law) -III

Course Objective

On completion of this course, Students should have an understanding of:

1. The reason for updating the parent act(Companies Act) 1956
2. The various new definitions given as per Companies Act 2013
3. The process & formalities of incorporation of the company
4. The process of issue & formalities of public offering

Course Outcome

On completion of this course, Students will be able to:

1. Analyze the various modification made related companies act.

2. Understand and explain the new definition as per companies act 2013.

3. Help the organization to follow the procedure while incorporating the company.

4. Follow the process and formalities required for issue of public offering.

T. Y. B.A.F

Semester V

Cost Accounting -III

Course Objectives

On completion of this course, students should have an understanding of:

1. Uniform Costing and Inter-Firm Comparison

2. Integrated System and Non Integrated System of Accounts

3. Process Costing- Equivalent Units of Production and Inter-process Profit (FIFO Method)

4. Emerging concepts in Operating costing.

5. Learn Activity based Costing.

Course Outcomes

On completion of this course, Students would be able to:

1. Apply Uniform Costing and Inter-Firm Comparison.

2. Use of Integrated System and Non Integrated System of Accounts

3. Solve the practical problem based on Process Costing- Equivalent Units of Production and Inter-process Profit (FIFO Method)

4. Apply emerging concepts in costing

5. Solve problem based on Activity based Costing

Financial Management -II

Course Objective:

On completion of this course, students should have an understanding of:

1. Method of business valuation

2. Determining of exchange ratio of shares in case of Merger and Acquisitions.

3. Restructuring of the corporation

4. To make decision whether to hire purchases and lease the assets.

5. Estimation of working Capital

Courses Outcomes:

On completion of this course, Students would be able to:

1. Value the business.

2. Calculate the exchange ratio with EPS, MPS and Book value.

3. Survival of sick unit.

4. Purchase or lease the assets.

5. Working capital requirement by the company.

Taxation -IV (Indirect Taxes -II)

Course Objective:

On completion of this course, students should have an understanding of:

1. Basics of Goods and Service Tax and concepts.

2. Stages where GST levied exemption list, negative list and taxable goods and services.

3. Documentation related to filing of GST.

4. Input tax credit and computation of GST liability.

Course Outcomes:

On completion of this course, Students would be able to:

1. Identify the incidence of levy of GST.

2. Levy and collection of GST.

3. Determination of time, place and value of supply.

4. Registration under GST and maintaining the documents required.

5. Computation of GST liability and availing ITC benefit.

Management Paper -II (Management Applications)

Course Objective:

1. To focus on importance of marketing mix

2. To make students to understand human resource management.

3. To make students understand production and financial management
Course Outcome:
1. To focus on importance of marketing mix.
2. To make students to understand human resource management.
3. To make students understand production and financial management.
Financial Accounting - V
Course objective:
On completion of this course, students should have an understanding of:
1. Amalgamation of Companies, describe the objectives, different terminology and provisions of companies act as per Accounting Standard 14.
2. Internal Reconstruction and relevant legal provision and accounting treatment.
3. Underwriting of shares and debentures, relevant provisions and types of underwriting
4. Liquidation of the company, various modes, voluntary and compulsory, meaning of liquidator, list out preferential payments.
5. Buy-back of shares, .legal provisions, and conditions.
Course outcome:
On completion of this course, Students would be able to:
1. Calculate purchase consideration based which are conceptual in nature
2. Reconstruct the loss making company based on method including alteration of share capital, variation of shareholder's right, subdivision, consolidation, surrender and re-issue /cancellation, and reduction of share capital.
3. Journalize the transaction and calculation of underwriting commission,
4. Prepare statement of affairs, deficit/surplus account, Liquidator's final statement of account,
5. Implement of legal provision on buy back of shares.
Financial Accounting - VI
Course Objectives:
1. To understand the accounting of banking company, insurance company, non banking financial companies (NBFC), Limited Liability Partnership (LLP).

2. To learn and understand the valuation of goodwill and shares.

Course Outcome:

1. The students will be aware about the accounting treatment of banking company, insurance company, non banking financial companies (NBFC), Limited Liability Partnership (LLP).

2. The students will understand the need of calculation of goodwill and shares.

Semester VI

Cost Accounting -IV

Course objective:

On completion of this course, students should have an understanding of:

1.To understand meaning , objectives, advantages and disadvantages of budgeting, functional budgets, fixed budgets, zero based budgeting ,performance budgeting.

2. To understand absorption costing and marginal costing.

3. To understand managerial decision making.

4. To understand standard costing and variance analysis.

Course outcome:

On completion of this course, Students would be able to:

1.To understand meaning , objectives, advantages and disadvantages of budgeting, functional budgets, fixed budgets, zero based budgeting ,performance budgeting.

2. To calculate P/V ratio. Breakeven point, margin of safety.

3. To take decision regarding to make a product or buy from others, various sales mix decisions, exploring new markets, to take decision regarding plant shut down.

4. To solve the problem based on standard costing and variance analysis.

Taxation - Paper V (Indirect Taxes – II)

Course Objective:

On completion of this course, students should have an understanding of:

1. The procedure of payment, refund and returns of GST.

2. The rules regarding accounts, audit, assessment and maintenance of records.CENVAT CREDIT, Procedures for Central Excise.

3. The basics concepts Customs Act 1962, Significance and Principles of services.
4. The procedure for CENVAT CREDIT, Import-Export of services.
Course Outcomes:
On completion of this course, Students would be able to:
1. Calculate, payment and filing of GST returns.
2. Apply the GST rules in accounting, audit, assessment and maintenance of records.
3. Use the different methods of valuation of excisable goods.
4. Apply the basic concepts of Customs Act, CENVAT scheme
5. Computation of Custom duty on imported goods and services
Economics -III (Indian Economy)
COURSE OBJECTIVES:
1. To enhance students understanding about the nature and pattern of Indian Economy.
2. To gain basic knowledge of factors governing Indian economy and its growth.
3. To understand about the interplay of various sectors of Indian economy in context of globalization and liberalization.
COURSE OUTCOMES:
On completion of this course, students would be able to:
1. Understand Basic Features of Indian economy:
2. Understand Role of Agriculture in Economic Development: Barriers to Agricultural Growth
3. Understand Role of Industries in the Development Process.
4. Understand the problems of Small Scale Industries and measures taken by government to solve them.
5. Understand the role of service sector in Indian economy.
6. To understand the objectives, functions and recent reforms in money market and capital market
Financial Accounting - VII
Course Objective:
On completion of this course, students should have an understanding of:

1. To understand Final Accounts as per Electricity Rules, disposal of surplus (As per Electricity Rules) and norms regarding Disposal of Surplus Replacement of Assets.
2. To focus on Provisions of Maharashtra State Co-Operative Societies Act, rules and Accounting provisions including appropriation to various funds.
3. To understand the Accounting Standard 13. Accounting for transactions of purchase and sale of investments.
4. To focus on SEBI guidelines and types of mutual fund.
5. The reason for studying objectives of Accounting Standard and requirements of international accounting standard.
Course Outcome:
On completion of this course, students will be able to:
1. Understand the Final Accounts as per Electricity Rules and norms regarding Disposal of Surplus Replacement of Assets.
2. Understand the Provisions of Maharashtra State Co-Operative Societies Act, rules and Accounting provisions including appropriation to various funds.
3. Understand the Accounting Standard 13
4. Analyze the various SEBI guidelines and types of mutual fund.
5. Understand the objectives of Accounting standards and requirements of international accounting standard.
Financial Management -III
Course Objectives:
On completion of this course, students should have an understanding of:
1) Method of business valuation
2) Determining of exchange ratio of shares in case of Merger and Acquisitions.
3) Restructuring of the corporation
4) To make decision whether to hire purchases and lease the assets.
5) Estimation of working Capital
Course Outcomes:
On completion of this course, Students would be able to:
1) Value the business.

2) Calculate the exchange ratio with EPS,MPS and Book value.

3) Survival of sick unit.

4) Purchase or lease the assets.

5) Working capital requirement by the company.

Bachelor of Management Studies (BMS)

Program Objectives:

Bachelor of Management Studies (B.M.S) aims at cultivating knowledge among students to be ideal managers/entrepreneurs. The course lays specific emphasis on managing the financial and accounting aspects of business.

The broad objectives of the Program are:

1. to give an insight into business and modern management practices.

2. to help students apply the concepts of statistics and research methodology in management.

3. to help students develop competency and skills to make learners employable.

4. to develop professional knowledge and skills in the field of Accountancy, Marketing, Human Resource Management and Financial Management.

5. to sensitize students towards the challenges in the global market.

Program Outcome:

Program outcomes are a set of competencies students acquire at the end of graduation. On successful completion, they shall:

1. acquire knowledge about management practices which facilitate them to become effective professionals.

2. be capable of pursuing higher studies in diverse fields of management such as media studies, business administration, human resource management and financial management. 3. be adequately trained to be entrepreneurs and communicate effectively.

4. develop a positive attitude towards lifelong learning and research.

5. acquire the required skills to develop business models and be responsible global citizens with cross cultural competent behaviour and ethical values.

Program Specific Outcome:

Make effective and efficient managerial decisions. Face the ground realities that are present in the corporate world. Generate new ideas with the help of both academic knowledge and practical exposure. Solve specialized problems in their area of specializations like Marketing, Finance, and Human Resource. Identify the key areas in the management where improvements and innovations are needed. Construct an inter- functional working model for the various projects of the organization.

F. Y. B.M.S

Semester I

Introduction to Financial Accounts

Course Objective:

1. To understand the basic concept of accounting and accounting transactions.
2. To understand depreciation accounting and trial balance.
3. To equip students with the preparation of final accounts of companies.

Course Outcome:

Students would acquire Basic Accounting knowledge, Journal, Ledger, Trial balance, BRS and preparing final account

Business Law

Course Objective:

On completion of this course, Students should have an understanding of:

1. The reason for updating the parent act(Companies Act) 1956
2. The various new definitions given as per Companies Act 2013
3. The reason for enacting Indian Contract Act – 1872
4. The various norms under Sales of Goods Act.
5. The various authorities for protection under Consumer and Competition Act
6. The Intellectual Property Rights in today's society.

Course Outcomes:

On completion of this course, Students will be able to:

1. Analyze the various modification made related companies act.
2. Analyze the various valid rules for making contracts.

3. Help them to follow the procedure as per Consumer Protection Act.
4. Know what are the difference between Patent, Copyright
Business Statistics
Course Objective:
The students should be able to understand:
1) The nature of mathematical & statistical in managerial skills of organisations.
2) The formulae, sums and derivation of mathematics.
3) The practical sums of mathematical principles used in the different fields of commerce and non-commerce.
4) The practice of mathematics and statistics in the different organisations.
5) The application of mathematics and statistics principles and theorems in the daily working of the organisation
Course Outcomes:
On completion of these course, students would be able to :-
1) Define statistics, real functions, Annuity, derivatives, correlation & regression analysis, time series, index numbers and probability distribution functions.
2) Derive the formulae of mathematics and statistics.
3) Use the formulae in the managerial skills of the organisations.
4) Use the formulae, techniques clues, graph, bar-diagrams including one-dimensional & two-dimensional in the different courses of the commerce, science, arts and operational research.
5) Use of decision theory in the decision making, planning, leading, organising and controlling that influence the activities in the organisations.
Business Communication - I
Course Objectives:
1. To make students aware about various letter writing layouts and its importance and usage
2. To show importance of communication skills in business
3. To understand effective way to communicate and learn to frame effective sentences
Course Outcomes:

1.Communication plays a crucial role in all aspects of a business. Effective business communication helps to build a good relationship between the employer and the staff, which can help increase productivity.

2.Effective business communication is the key to successful teamwork.

3.The importance of business communication cannot be overlook. No company can be successful without effective in-house or external communication. Effective communication can create opportunities.

Foundation Course - I

Course Objectives:

- 1) To make students understand disparity of country.
- 2) To acquaint students understand the concept of multiculturalism .
- 3) To groom personality of students.
- 4) To drill Indian Political Process amongst students.

Course Outcomes:

- 1) The students will understand the importance of integrity.
- 2) The students will learn the tenets of Indian Constitution.

Foundation of Human Skills

Course Objective:

- 1) To inculcate scientific temperament in students.
- 2) To enlighten students about human behavior.
- 3) To aware students about group behavior.
- 4) To acquaint students with organizational culture.
- 5) To develop the personality of students.

Course Outcome:

At the end of this course students will be able to:

- 1) Describe the individual differences.
- 2) Understand self and improve themselves in thinking and developing perception.
- 3) Form an effective team and make smart goals.

4) Understand the group dynamics and to solve the conflicts.

5) Make themselves creative and motivated.

6) Understand methods to handle stress.

Business Economics - I

Course Objectives:

1.To develop the ability to explain core economic terms, concepts, and theories.

2.To produce well trained professionals with inter and multi disciplinary skills for Applied Economic analysis.

Course Outcomes:

1.The curriculum introduces economic concepts and principles which are useful in understanding the general economic environment within which businesses and other organizations operate.

2. It examines how consumers and firms make decisions and how they interact with each other in markets.

3.The students acquire the knowledge of demand and forecasting .

Semester II

Principles of Marketing

Course Objectives:

1. To provide knowledge of basic concepts of marketing applicable to business.

2. To give understanding of various marketing theories and their relevance to current business scenario.

3. To develop basic marketing skills among students to cater to the needs of marketing industries.

Course Outcomes:

After completion of this course, students will have

1. Understanding of various concepts of Marketing.

2. Knowledge of marketing theories.

3. Develop interest to pursue higher study options such as Masters in Management Studies (MMS), Master of Business Administration (MBA).

Industrial Law
Course Objectives:
On completion of this course, Students should have an understanding of:
1. The reason for studying Industrial Law
2. The various definitions given as per Industrial Dispute Act.
3. The process & formalities for trade unions
4. The process of issue & formalities for the occupiers to follow for deciding wages, bonus, gratuity etc.
Course Outcomes:
On completion of this course, Students will be able to:
1. Analyze the various rules made related to industrial law.
2. Understand and explain the definitions as per different various acts.
3. Help the organization to follow the procedure while smooth running of the factories.
4. Follow the process and formalities required for employees under Employment state Insurance act.
Business Mathematics
Course Objectives:
The students should be able to understand:
1) The nature of mathematical & statistical in managerial skills of organisations.
2) The formulae, sums and derivation of mathematics.
3) The practical sums of mathematical principles used in the different fields of commerce and non-commerce.
4) The practice of mathematics and statistics in the different organisations.
5) The application of mathematics and statistics principles and theorems in the daily working of the organisation
Course Outcomes:
On completion of these course, students would be able to :-

1) Define statistics, real functions, Annuity, derivatives, correlation & regression analysis, time series, index numbers and probability distribution functions.

2) Derive the formulae of mathematics and statistics.

3) Use the formulae in the managerial skills of the organisations.

4) Use the formulae, techniques clues, graph, bar-diagrams including one-dimensional & two-dimensional in the different courses of the commerce, science, arts and operational research.

5) Use of decision theory in the decision making, planning, leading, organising and controlling that influence the activities in the organisations.

Business Communication - II

Course Objectives:

1) To develop amongst students Writing Skills

2) To make students understand Soft Skills

3) To groom personality of students

4) To enforce on students the effective use of Oral Communication

Course Outcomes:

1) The students will be able to write effectively letters as far as business correspondence is concerned.

2) The students will be able to speak confidently in English.

3) Students' linguistic skills will get enhanced.

Foundation Course - II

Course Objective:

1) To inculcate scientific temperament in students.

2) To enlighten students about the ways to upgrade economy of India.

3) To aware students about environmental problems and sustainable development.

4) To make students socially aware of the societal problems and their personality.

Course Outcome:

At the end of this course students will be able to:

1) Describe the concept of Liberalization, privatization and globalization.

2) Use their fundamental rights.

3) Identify agents of environment degradation

4) Recognize the importance of sustainable development.

5) Apply the principles of psychology to practical problems.

6) Improve their personality.

Business Environment

Course Objectives:

1. To understand concept of business and components of business environment.

2. To understand political institutions and economic environment.

3. To understand impact of social and culture on business, technological environment and competitive strategies.

4. To provide understanding international business and investment opportunities.

Course Outcomes:

Students shall be able to understand:

1. Concept of business and its environment.

2. Political and legal environment

3. Social and cultural, Competitive and technological environment.

4. International environment.

Principles of Management

Course Objectives:

1.To give an insight into business and modern management practices.

2.To apply the concepts of statistics and research methodology in management.

3. To develop competency skills to make learners employable.

4.To develop professional knowledge and skills in the field of Accountancy, Marketing, Human Resource Management & Financial Management & to sensitize individuals towards the challenges in the global market.

Course Outcomes:

Program outcomes are a set of competencies students acquire at the end of graduation. On successful completion, they shall:

1. The acquired management practices shall facilitate to become budding professionals and managers .

2.Capable to pursue higher studies in diverse fields of management like MMS, MBA, MHRDM & MFM

3.Channelize student's energies to be entrepreneurs.

4.Communicate effectively with all the stakeholders

S. Y. B.M.S

Semester III

Basics of Financial Services

Course Objectives:

1. To provide knowledge of basic concepts of financial system

2. To give understanding of various financial institutions of financial system

3. To develop basic knowledge of operations of insurance

4. To develop understanding of mutual funds and its role.

Course Outcomes:

After completion of this course, students will have

1. Understanding of various concepts of financial system.

2. Knowledge of Financial regulators

3. Develop interest to pursue higher study options in financial markets and its related fields.

Introduction to Cost Accounting

Course Objectives:

On completion of this course, students should have an understanding of:

1. classification of cost on the basis of behaviour, time, element and function.

2. element of cost i.e. Material, Labour, Overheads for the cost sheet.

3. reconciliation of accounting statement for the difference in profit in cost account and financial account.

4. budgetary control in budget preparation.

5. techniques of marginal costing decision making.

Course Outcomes:

On completion of this course, students would be able to:

1. Classify cost for the analysis

2. Prepare cost sheet for the current year and estimated year.

3. Reconcile the accounting statement.

4. calculate ratios in marginal costing for decision making

5. prepare budgets of income and expenses.

Consumer Behaviour

Course Objective:

1. The consumer decision making process and its applications in marketing function of firms.

2. Basic knowledge about issues and dimensions of Consumer Behavior.

3. Analyzing consumer information and using it to create consumer-oriented marketing

Course Outcome:

1. Analyze the decision making process undertaken by consumers under different situations.

2. Analyze the reasons for changes in behavior of consumers.

3. Apply the advertising and marketing strategies as per consumer needs.

Advertising

Course Objectives:

1. To provide knowledge of advertising as a tool of promotion

2. To give understanding of advertising campaigns and its planning.

3. To develop interest and creativity in advertising by relating to real life scenario.

4. To develop knowledge of different trends of advertising.

Course Outcomes:

After completion of this course, students will have

1. Understanding of advertising and its role in promotion

2. Knowledge of advertising campaign and its planning.
3. Evaluation of economic and social aspects of advertising.
4. Develop interest to pursue postgraduate education in advertising.
Recruitment & Selection
Course Objectives:
1. The objective is to familiarize the students with concepts and principles, procedure of Recruitment and Selection in an organization.
2. To give an in depth insight into various aspects of Human Resource management and make them acquainted with practical aspect of the subject.
Course Outcomes:
Students shall be able to understand:
1. Concepts and principles, procedure of Recruitment and Selection in an organization.
2. In depth insights into various aspects of HRM.
Organisation Behaviour and HRM
Course Objectives:
To provides perspectives and skills that enhance understanding of our own behavior and our ability to influence the behavior of others in organizational settings.
To develop professional knowledge and skills in the field of human Resource Management and to sensitize individuals towards the challenges in the global market.
To develop necessary skills to strengthen interpersonal relations in organization.
To become familiar with various organizational and human resource aspects.
Course Outcomes:
Capable to pursue higher studies in diverse fields of management like MMS, MBA, MHRDM.
Communicate effectively with the employees at all level.
Understand various concepts and theories in organizational Behaviour.
Information Technology in Business Management - I
Course Objectives:

1. To learn basic concepts of Information Technology, its support and role in management for managers.
2. Practical hands on training required for office automation.
3. To understand basic concepts of Email, Internet and websites, domains and security.
4. To recognize security aspects of IT in business, highlighting electronic transactions, advanced security features.

Course Outcomes:

Students shall be able to understand:

1. Information technology concepts and its major components
2. Practical hands on training on latest MS-Office software.
3. E-mail, Internet and its applications
4. Threats to computer systems and control measures, IT risk and Information systems security

Foundation Course (Environmental Management) - III

Course Objectives:

- 1) To inculcate scientific temperament in students.
- 2) To make them understand the component of environment.
- 3) To make students aware of natural resources.
- 4) To make them understand environmental degradation.
- 5) To make them understand sustainable development.
- 6) To aware students about non-conventional energy resources and green practices.

Course Outcomes:

At the end of this course students will be able to:

- 1) Describe the components of environment.
- 2) Identify components of sustainable practices and types of natural resources.
- 3) Recognize the environmental issues.
- 4) Understand the sustainable development.
- 5) Differentiate green practices than traditional practices.

Business Planning & Entrepreneurial Management

Course Objectives:

1. To study the nature, theories and innovation in entrepreneurship.
2. To acquire knowledge on classification and types of entrepreneurs, women entrepreneurs and entrepreneurial development in India.
3. To understand role of entrepreneur in project development and business plan.
4. To acquire knowledge on support systems for Venture Development.

Course Outcomes:

1. Apply theories and organizational structure of entrepreneur in organizational working.
2. Differentiate between different types of entrepreneurs and work for entrepreneurial development.
3. Analyze role of entrepreneur in business planning and project development.
4. Apply the knowledge of support system for venture development.

Accounting & Managerial Decisions**Course Objective:**

On completion of this course, students should have an understanding of:

1. To enable students to read and interpret Financial Statements of any concern.
2. To provide students with an understanding of management decision making concepts related to the management functions of planning, control, and decision making.
3. Learn independently and to demonstrate high level personal analytical skills and advisory skills. (from Investment Angle)
- 4 Evaluate complex ideas and tolerate ambiguity in managerial and Working Capital related elementary problem-solving.

Courses Outcomes:

On completion of this course, Students would be able to:

1. Classify Financial Statements to evaluate firm performance.
2. Calculate ratios based on Financial Statements and income statements.
3. Use Financial Statements to obtain Cash Flows for the firm and equity holders.
4. Calculate working capital requirement of any firm or company.

Strategic Management**Course Objectives:**

1. The objective of this course is to learn the management policies and strategies at every Level to develop

conceptual skills in this area as well as their application in the corporate world.

2. The focus is to critically examine the management of the entire enterprise from the Top Management view points.

3. This course deals with corporate level Policy & Strategy formulation areas. This course aims to developing conceptual skills in this area as well as their application in the corporate world.

Course Outcomes:

Upon completion of the course, the student would:

1. Exposed to various perspectives and concepts in the field of Strategic Management.

2. Develop skills for applying these concepts to the solution of business problems

3. Master the analytical tools of strategic management.

4. Enable the students to understand the principles of strategy formulation, implementation and control in organizations.

Semester IV**Training and Development in HRM****Course Objectives:**

This paper is not pure academic oriented but practice based. It has been designed, keeping in view the needs of the organizations. Successful managerial performance depends on the individual's ability to observe, interpret the issues and modify his approach and behaviour. All organizations need to pay adequate attention to equip their employees. Rapid progress in technology has changed not only in the physical facilities but also in the abstract qualities required of the men who are using them. This paper will attempt to orient the students to tailor themselves to meet the specific needs of the organizations in training and development activities

Course Outcomes:

On completion of this course, students would be able to:

1. Understand the importance of planning in Training program.

2. Will be able to identify the various training program that should be implemented
3. Explain the various types of training Programs
4. Explain important training related concepts
Change Management
Course Objectives:
1. To familiarize the students about levels of change organizational culture.
2. To make learner understand impact of change.
3. How to resist to change and minimizing of RTC
4. How to effectively implement change.
Course Outcomes:
1. The levels of change and organizational culture
2. Impact of change on business and society
3. How to overcome resistance to change and minimizing RTC
4. They will understand how to effectively implement change
Information Technology in Business Management - II
Course objectives:
1. To understand managerial decision-making and to develop perceptive of major functional area of MIS.
2. To provide conceptual study of ERP, SCM, CRM , key issues in implementation.
3. To learn and understand relationship between database management and data warehouse approaches.
4. To learn outsourcing concepts, BPO/KPO industries, their structures, cloud computing.
Course Outcomes:
Students shall be able to understand:
1. Functional area of MIS and DSS relationship with MIS.
2. Conceptual study of ERP, SCM and CRM.
3. Relationship between database management and data warehouse approaches.
4. They will understand BPO/KPO and outsourcing concepts.

Foundation Course (Ethics and Governance) - IV

Course objectives:

On completion of this course, students should have an understanding of

1. the fundamentals of Business Ethics and corporate social responsibility.
2. the role of ethical codes of conduct in Business at various levels management.
3. responsibility of the corporate sectors towards the society.
4. doing business with sense of morality and responsibility towards fellow human beings.

Course Outcomes:

On completion of this course students would be able to

1. Solve ethical dilemmas involved in decision making.
2. Debate, discuss and implement Ethical Norms to the specialized field of their choice in business.
3. Take decisions and apply ethical theories that can be merged for the benefit people, stakeholders, customers and employers.

Business Research Methods

Course objectives:

1. To develop understanding of the fundamental theoretical ideas and logic of research
2. To obtain the basic knowledge and skills required in the field of business research.
- 3 To introduce students to many of the technical aspects of how to do empirical research using some of the main data collection and analysis techniques.

Course Outcomes:

On completion of this course, students would be able to:

1. Generalize the Process of research
2. Describe the need of research design
3. Perform a literature review in a specific area.
4. Design the Questionnaire for Research Projects.
5. Prepare Research Report.

Business Economics - II**Course objectives:**

To assist students masters the basic concepts of macroeconomics

1.To understand occurrences that are observed in the real world

2. To help students understand various theories and issues of international trade

3.To provide the brief idea about the frame work of government and their policies

Course Outcomes:

Learner understood all basic concepts of macroeconomics

1. Learner learned occurrence that are observed in the real world

2.Learner understood various theories and issues of international trade

3. Learner learned role of government and their various policies

Production & Total Quality Management**Course objectives:**

1 To acquaint learners with the basic management decisions with respect to production and quality management

2 To make the learners understand the designing aspect of production systems

3 To enable the learners to apply what they have learnt theoretically.

Course Outcome

1. Evaluate the scope of production and quality in production management.

2. To analyze the importance of productivity in today's comparative and the global market.

3. Evaluating different techniques can be implemented to increase the final product and to decrease overall cost.

Auditing**Course Objective:**

On completion of this course, students should have an understanding of:

1. Audit system and errors and frauds committed in the auditing.

2. Audit planning, procedure and documentation for the efficient and timely completion of audit work.

3. Different techniques used for the audit.
4. Internal control used in the organization and its role in auditing.
Courses Outcomes:
On completion of this course, Students would be able to:
1. Detect errors and frauds in the financial statement.
2. Prepare and maintain the audit plan, procedure and documentation for the evidence purpose.
3. Apply audit techniques like test check and routing checking which reduce the work of audit assistant.
4. Understand the internal control, existence and its effectiveness.
Rural Marketing
Course Objectives:
1.To explore the students to agriculture and rural marketing environment.
2.To understand consumer behavior of rural market.
3. To analyze the gap between rural and urban consumer and build strategies to overcome it.
4. To understand the importance of rural development with regards to overall economic growth.
Course Outcomes:
1.Channelize student's energies to be entrepreneurs in new sectors/field.
2.Learn various marketing strategies and skills to grab rural markets and overcome untouched sector.
3.Subject helps to support further higher studies.
Financial Institution and Market
Course objective:
1. To provide knowledge of basic concepts of financial system
2. To give understanding of various financial regulators of financial system
3. To develop basic knowledge of operations in financial market .
4. To develop ability to analyse financial systems of world economies.

Course outcome:

After completion of this course, students will have

1. Understanding of various concepts of financial system.
2. Knowledge of Financial regulators
3. Develop interest to pursue higher study options in financial markets and its related fields.

Integrated marketing communication**Course Objectives:**

- 1) To develop amongst students the skills of advertisements
- 2) To make students understand Market and Marketing Skills
- 3) To groom personality of students
- 4) To enforce on students the effective use of Communication

Course Outcomes:

- 1) The students will be able to communicate effectively.
- 2) The students will be able to develop different marketing skills.
- 3) The students will develop crave for entrepreneurship.

T. Y. B. M. S.**Semester V****Investment Analysis and Portfolio Management****Course objectives:**

On completion of this course, students should have an understanding of:

1. To acquaint the students with various concepts of finance.
2. To understand the terms which are often confronted while reading newspaper, magazines etc for better correlation with the practical world.
3. To understand various models and techniques of security and portfolio analysis.

Courses Outcome:

On completion of this course, Students would be able to:

This curriculum is designed to guide the students to select the right portfolio through security analysis and do the proper asset allocation

Commodity & Derivatives Market
Course Objectives:
1. To understand the concepts related to Commodities and Derivatives market
2. To study the various aspects related to options and futures
3. To acquaint learners with the trading, clearing and settlement mechanism in derivatives market.
Course outcome:
Students shall be able to understand:
1. Concepts of Commodities and Derivatives market related to derivative markets and stock market.
2. Various aspects related to options and futures contract.
3. Trading, clearing and settlement mechanism in derivatives market.
Wealth Management
Course Objectives:
On completion of this course, students should have an understanding of:
1. To provide an overview of various aspects related to wealth management.
2. To study the relevance and importance of Insurance in wealth management.
3. To acquaint the learners with issues related to taxation in wealth management.
4. To understand various components of retirement planning
Courses Outcome:
On completion of this course, Students would be able to:
This curriculum is designed to make students understand various methods to create and manage wealth through investment planning, insurance planning, tax planning, retirement and estate planning
Risk Management
Course Objective
On completion of this course, students should have an understanding of:

1. To familiarize the student with the fundamental aspects of risk management and control.
2. To give a comprehensive overview of risk governance and assurance with special reference to insurance sector.
3. To introduce the basic concepts, functions, process, techniques of risk management.

Courses Outcomes:

On completion of this course, Students would be able to:

This curriculum is designed to help students understand and assess various types of risk and identify methods to reduce or mitigate the risk.

Services Marketing

Course Objectives:

1. To understand distinctive features of services and key elements in services marketing
2. To provide insight into ways to improve service quality and productivity.
3. To understand marketing of different services in Indian context

Course Outcomes:

1. To appreciate the difference between general marketing & service marketing
2. To appreciate the importance of all the 7 P's of service marketing.
3. To understand the reasons for service failure / Gap and to know the various method to bridge the service Gap.
4. To evaluate the latest trend in Service sector based upon the clarity of their concepts taught.
5. To take up entrepreneurship in service sector and would appreciate and implement key elements requirements of service sector .

E-Commerce & Digital Marketing

Course Objectives:

1. To provide an analytical framework to understand the emerging world of e-commerce
2. To make the learner familiar with current challenges and issues in e-commerce
3. To enable to understand the Web- based commerce and equip the learners to assess e-commerce requirements of a business.
4. To understand legal and regulatory environment and security issues of E-commerce

Course outcomes:

1. Demonstrate an understanding of the foundation and importance of E-commerce
2. Analyze the impact of E-commerce on Business models and strategies
3. Describe internet trading relationships between B2C, B2B models
4. Discuss the legal issues and privacy issues in E-commerce

Sales & Distribution Management**Course Objectives:**

1. To develop understanding of the sales & distribution processes in organizations
2. To get familiarized with concepts, approaches and the practical aspects of the key decision making variables in sales management and distribution channel management

Course Outcomes:

1. The subject has acquainted student's with processes of sales & distribution in organisation
2. The practical aspects have given them idea about market approach and importance of channel distribution system

Customer Relationship Management**Course Objective:**

1. To understand concept of Customer Relationship Management (CRM) and implementation of Customer Relationship Management
2. To provide insight into CRM marketing initiatives, customer service and designing CRM strategy
3. To understand new trends in CRM, challenges and opportunities for organizations

Course Outcome

1. Analysis the importance of customer service and relationship with customers to grow business.
2. To understand the importance of customer integrating to create value to retain then in the origination.
3. To understand the importance of data management and data warehouse to grow the business.

Finance for HR Professionals & Compensation Management
Course objectives:
1. To orient HR professionals with financial concepts to enable them to make prudent HR decisions
2. To understand the various compensation plans
3. To study the issues related to compensation management and understand the legal framework of compensation management.
Course outcome:
Students shall be able to understand:
1. The various compensation plans.
2. The issues related to compensation management and understand the legal framework of compensation management.
3. Legal and Ethical issues in Compensation
Strategic Human Resource Management & HR Policies
Course Objective
1.To understand human resource management from a strategic perspective
2. To link the HRM functions to corporate strategies in order to understand HR as a strategic resource
3. To understand the relationship between strategic human resource management and organizational performance
4. To understand the purpose and process of developing Human Resource Policies
Course Outcome
1. Understand and discuss concepts relevant to SHRM.
2.Learn key elements of Strategic Human Resource Management
3. Appreciate collaborative culture for improving effectiveness
Performance Management & Career Planning
Course Objectives:

1. To understand the concept of performance management in organizations.
2. To review performance appraisal systems
3. To understand the significance of career planning and practices
Course Outcomes:
1.The students will learn the importance of performance management for their growth in future.
2.It will enable them to implement in their work.
Industrial Relations
Course Objectives:
1. To understand the concept of performance management in organizations.
2. To review performance appraisal systems.
3. To understand the significance of career planning and practices.
Course Outcomes:
Upon completion of the course, the student would:
1. Be aware of the present state of Industrial relations in India.
2. Be acquainted with the concepts, principles and issues connected with trade unions, collective bargaining, workers participation, grievance redressal, and employee discipline and dispute resolution.
3. Understand the various processes and procedures of handling Employee Relations.
Logistics and Supply Chain Management
Course Objectives:
1. To provide students with basic understanding of concepts of logistics and supply chain management
2. To introduce students to the key activities performed by the logistics function
3. To understand global trends in logistics and supply chain management
Course Outcome:
1. Analysis the importance of logistics and supply chain management for any business, it acts as the backbone of any business.

2. To understand the importance of supply chain management to move the goods from the point of origin to point of consumption.

3. To analysis the importance of logistic and supply chain for the global chain and to make business more customer ordinated.

Corporate Communication and Public Relations

Course objectives:

1. .To provide the students with basic understanding of the concepts of corporate communication and public relations

2. To introduce the various elements of corporate communication and consider their roles in managing organizations

3. To examine how various elements of corporate communication must be coordinated to communicate effectively

4. To develop critical understanding of the different practices associated with corporate communication

Course outcome:

Students shall be able to understand:

1. the concepts of corporate communication and public relations

2. various elements of corporate communication and consider their roles in managing organizations

3. different practices associated with corporate communication

Semester VI

Strategic Financial Management

Course Objective:

On completion of this course, students should have an understanding of:

A. To focus on the meaning and form of dividend.

B. To analyze the risk and uncertainty of capital budgeting.

C. To learn the concepts of shareholder value and corporate reconstructing.

D. To learn the concepts of financial management of banking sector and working capital financing.

Course Outcome:

On completion of this course, students will be able to:

- A. Understand the meaning and type of dividend.
- B. Understand and explain risk and uncertainty of capital budgeting.
- C. Understand and explain the concepts of shareholder value and corporate reconstructing.
- D. Understand the concepts of financial management of banking sector and working capital financing.

International Finance**Course Objective:**

On completion of this course, students should have an understanding of:

- 1) Concept, Function, Process, techniques and create an awareness of the role, Functions and functioning of the international finance in the Globalised Market.
- 2) Fundamental aspect of various issue associated with International Finance.
- 3) Comprehensive overview of International Finance as a separate area in international business.

Courses Outcomes:

On completion of this course, Students would be able to:

- 1) The function of the international market, arbitrage and swap.
- 2) Exchange rate determination and various ways of exchange rate are quoted.
- 3) Euro market functioning.
- 4) Project appraisal technique.

Innovative Financial Services**Course objectives:**

- 1. To familiarize the learners with the fundamental aspects of various issues associated with various financial services.
- 2. To give a comprehensive overview of emerging financial services in the light of globalization.
- 3. To introduce the basic concepts, functions process techniques and create an awareness of the role, functions and functioning of financial services.

4. To make them understand consumer finance and credit rating

Course outcome:

Students will be able to understand:

1. Different financial services are there and its use.
2. The fundamental aspects of various issues associated with various financial services.
3. Functions process techniques and create an awareness of the role, functions and functioning of financial services.
4. Consumer finance and credit rating.

Brand Management

Course Objective:

1. To understand the meaning and significance of Brand Management
2. To Know how to build, sustain and grow brands
3. To know the various sources of brand equity

Course Outcome:

1. Evaluate the scope of brand management activity and analyse how it relates to other business areas.
2. Appraise the key issues in managing a brand portfolio and making strategic brand decisions
3. To analyze sources of brand equity & understand techniques of improving brand equity

Retail Management

Course Objective:

1. To familiarize the students with retail management concepts and operations
2. To provide understanding of retail management and type of retailers
3. To develop an understanding of retail management terminology including merchandise management, store management and type of retailers.
4. To acquaint the students with legal and ethical aspects of retail management.
5. To create awareness about emerging trends in retail management

Course Outcomes:

Students shall be able to understand:

1. Concepts of retail management and it's operations
2. How to manage retail and types of retailers.
3. Terminology of Merchandise management, store management.
4. Legal and ethical aspects of retail management.
International Marketing
Course Objective:
1. To understand International Marketing, its Advantages and Challenges.
2 To provide an insight on the dynamics of the International Marketing Environment.
3 To understand the relevance of International Marketing Mix decisions and recent developments in Global Market
Course Outcomes:
1. To analysis the basic entry in to international and problems faced by companies in the international market.
2. To study overall entry option available in international and also to study the country's condition before entering into a new country.
Media Planning and Management
Course Objectives:
1.To understand media planning, strategy and Management with reference to current business scenario.
2. To know the basic characteristics of all media to ensure most effective use of advertising budget.
3.To provide an insight on Media Planning, Budgeting, Scheduling and evaluating the different Media Buys.
Course Outcomes:
1.Understanding Media planning process
2.To Identify media research and its sources
3.Knowledge of different media available like print media, Television, Outdoor, Radio, Online media.
4. Desiging media budget

HRM in Global Perspective
Course Objectives:
1. To introduce the students to the study and practice of IHRM
2. To understand the concepts, theoretical framework and issues of HRM in Global Perspective
3. To get insights of the concepts of Expatriates and Repatriates
4. To find out the impact of cross culture on Human Resource Management
5. To provide information about Global Workforce Management 6 To study International HRM Trends and Challenges
Course Outcomes:
1. To focuses on Organizational Dynamics – country and regional cultures, international compensations and performance appraisal in MNC.
2. To discusses on HRM global functions. Covers about HR polices and employee relations, value of Global HR, managing culture and diversity
3. To covers the recruitment and selection strategies from global perspective.
6. To present an overview of PCN, TCN and HCN, their selection recruitment and retention strategies.
7. To discusses the expatriate selection and issues. It also covers the expatriates training, repatriation issues overcoming the reverse cultural shock, emerging trends in International HRM and risks of off-shore outsourcing ethical practices in business and resolving ethical dilemmas.
Organizational Development
Course Objectives:
1.To understand the concept of Organizational Development and its Relevance in the organization
2.To Study the Issues and Challenges of OD while undergoing Changes
3.To get an Understanding of Phases of OD Program
4.o Study the OD Intervention to meet the Challenges faced in the Organization
5. To get an Insight into Ethical Issues in OD
Course Outcomes:

- 1.To understand the relationship between the between organization development and the strategic business plan and bottom-line results of an organization.
- 2.To understand the basics of entry, diagnosis, planning, intervention, and sustainability that occur during organization change efforts
- 3.To appreciate the importance of OD in today’s volatile, uncertain,
- 4.complex and ambiguous environment in which an organization needs to survive and thrive.

Project management

Course objectives:

1. To familiarize the learners with the fundamental aspects of various issues associated with project management
2. To give a comprehensive overview of project management as a separate area of management
3. To introduce the basic concepts, functions, process techniques and create an awareness of the role, function and functioning of project management.
4. Project termination, solving project management problems.

Course Outcomes:

Students shall be able to understand :

1. The techniques of beneficiary project management.
2. the fundamental aspects of various issues associated with project management
3. they will be able to solve project management problems.

HRM in Service Sector Management

Course objectives:

1. To understand the concept and growing importance of HRM in service sector.
2. To understand how to manage human resources in service sector.
3. To understand the significance of human element in creating customer satisfaction through service quality.
4. To understand the issues and challenges of HR in various service sector.

Course outcomes:

Students shall be able to understand :

1. Growing importance of HRM in service sector.
2. How to manage human resources in service sector.
3. The significance of human element in creating customer satisfaction through service quality.
4. The issues and challenges of HR in various service sector.

Indian Ethos in Management

Course Objectives:

1. To understand the concept of Indian Ethos in Management .
2. To link the Traditional Management System to Modern Management System.
3. To understand the Techniques of Stress Management.
4. To understand the Evolution of Learning Systems in India.

Course Outcomes:

1. An understanding towards the Indian Ethos and its relevancy today.
2. Knowledge of Indian ethos by discussing the ancient religious scriptures, like Vedas, Mahabharata, Bible, Quran, and derives the management lessons from them which are very much applicable in today's industrial and corporate scenario.
3. Bringing work ethos in work.
4. Learn about stress, its types and western and Indian methods of managing it
5. Multiple interrelated concepts applicable even in contemporary management style.

Operation Research

Course Objectives:

- 1.To help students to understand operations research methodologies
2. To help students to solve various problems practically
3. To make students proficient in case analysis and interpretation

Course Outcomes:

1. Understand the meaning of Operations Research its evolution and its usage
- 2.The students will be able solve Linear Programming Problems
3. Identify and express a decision problem in mathematical form and solve it graphically and by Simplex method

4. Recognize and formulate transportation, assignment problems and drive their optimal solution.

Bachelor of Mass Media (B.M.M)

Program Objectives:

1. To provide fundamental knowledge about the field of mass media.
2. To enhance communication skills.
3. To develop necessary skills and competency in learners to make them employable.
4. To encourage students to be entrepreneurs.
5. To motivate learners to contribute in the development of society.

Program Outcome:

Program outcomes are a set of competencies which students acquire at the end of graduation. On successful completion, they shall:

1. have fundamental knowledge of Mass Media.
2. exhibit knowledge of print and electronic media.
3. be equipped with essential communication skills.
4. develop competency and skills for increased employability.
5. be adequately motivated to contribute to the development of society.

Program Specific Outcome:

BMM is a career-oriented course that throws up umpteen options at the end of three years. Be it moviemaking, theatre, radio, journalism, copywriting, scriptwriting, branding, or PR, all these career options can be explored after getting a degree in BMM.

F. Y. B.M.M

Semester I

COURSE: FOUNDATION COURSE-I

Course Objectives:

- 1) To inculcate scientific temperament in students.
- 2) To enlighten students about diversities existing in India.
- 3) To aware students about disparities among people of India.

4) To make students aware of The Indian Constitution.

5) To make them understand the political system of India.

Course Outcomes:

At the end of this course students will be able to:

1) Describe the different existing diversities in India.

2) Diagnose the causes of existing disparities in India.

3) Perform their fundamental duties.

4) Improve their role as citizens of India.

Fundamentals of Mass Communication

Course Objectives:

To understand and analyze the importance of Communication in Media.

To focus on the history and process of communication.

To understand the types forms of Mass Mediums.

To understand the Impact of Mass Media on Society.

To focus on the usage of New Media and media convergence

Course Outcomes:

To stress the importance of communication in the society.

To understand the role of communication as a strategy to create awareness on various issues and

mobilize to bring social progress.

Students will understand the importance of New Media and media convergence

Visual Communication

Course Objectives:

1.To make students aware about the Visual communication as a process and as an expression, language and visual communication

2.To make them aware about the difference between Sensual Theories and Perceptual Theories.

3.To make them understand the importance of Colours and its implications.

4. To make them aware about the tools/ mediums of visual communication.

Course Outcomes:

1. Students will understand the importance of Visual Communication in Advertising and Media.

2. Students can make use of effective communication to spread message effectively.

3. Students will understand the importance of Citizen Journalism and its use in society.

Current Affairs

Course Objectives:

1. To provide learners with overview on current developments in various fields.

2. To generate interest among the learners about burning issues covered in the media.

3. To equip them with basic understanding of politics, economics, environment and technology so that

students can grasp the relevance of related news.

Course Outcomes:

1. Learners will have an overview on current developments in various fields.

2. Learners will gain basic understanding of politics, economics, environment and technology.

3. Enables students to increase their knowledge of the incidents in immediate environment and the knowledge can be put to numerous usages any place any time.

History of Media

Course Objectives:

1) To make students understand Media Industry

2) To groom personality of students

3) To enforce on students the effective use of language for career in the Media

Course Outcomes:

1) The students will be able to write effectively letters as far as business correspondence is concerned.

2) The students will be able to understand the evolution of media.

Effective Communication

Course Objectives:

- 1) To develop amongst students Writing Skills
- 2) To make students understand Media Industry
- 3) To groom personality of students
- 4) To enforce on students the effective use of language for career in the Media

Course Outcomes:

- 1) The students will be able to write effectively letters as far as business correspondence is concerned.
- 2) The students will be able to speak confidently in English.
- 3) Students' linguistic skills will get enhanced.

Semester II**Introduction Journalism****Course Objectives:**

1. The history of journalism and printing will create a base to understand the subject.
- 2.To help media students, acquaint them with an influential medium as journalism that holds the key to opinion formation and creates awareness among readers.
- 3.To implant the importance of journalism as media is fourth pillar on which Indian democracy depends

Course Outcomes:

1. The history of journalism was able to shed light to understand the subject better and students can relate to current situations
2. Students were able to understand the objectivity of media through practical sessions and live projects which gave them experience about the responsibilities of a journalist to bring change and voice the opinion of common man
3. Learning about career opportunities has opened avenues for the students to understand responsibilities of a journalist towards it readers

CONTENT WRITING**Course Objectives:**

- 1.To provide students with tools that would help them communicate effectively.

2. Understanding crisp writing as part of Mass Communication.
3. The ability to draw the essence of situations and develop clarity of thoughts.
Course Outcomes:
1. Students will understand the importance of effective communication through writing aspects
2. They will understand the importance of content writing in practical ter
3.Students will be able to write content for script, stories of movies, short films et
COURSE: Effective Communication - II
Course Objectives:
1) To develop amongst students Writing Skills
2) To make students understand Media Industry
3) To groom personality of students
4) To enforce on students the effective use of language for career in the Media
Course Outcomes:
1) The students will be able to write effectively letters as far as business correspondence is concerned.
2) The students will be able to speak confidently in English.
3) Students’ linguistic skills will get enhanced.
Foundation Course
Course Objectives:
1) To inculcate scientific temperament in students.
2) To enlighten students about the ways to upgrade economy of India.
3) To aware students about environmental problems and sustainable development.
4) To make students socially aware of the societal problems and their personality.
Course Outcomes:
At the end of this course students will be able to:
1) Describe the concept of Liberalization, privatization and globalization.
2) Use their fundamental rights.

3) Identify agents of environment degradation
4) Recognize the importance of sustainable development.
5) Apply the principles of psychology to practical problems.
6) Improve their personality.
Media, Gender and Culture
Course Objectives:
1.To make students aware about cultural prospects with regards to media industry
2. To give equal rights and importance for all genders working in different areas
3. To understand the technological development and digitalization used in media industry.
Course Outcomes:
1. This subject teaches various ancient theories associated with media culture.
2. It helps students to understand the technological impact and development in media industry comparing to ancient and present cinema/films, etc and the outcome of message given to audience.
3. It is very essential to understand the importance of cultural and preserving the heritage of it.
Introduction to Advertising
Course Objectives:
1. To introduce Students to the basic steps in advertising.
2. To help students understand the creations of an ad campaign.
3. To understand the structure of an Ad Agency.
Course Outcomes:
1. To provide the students with basic understanding of advertising, growth, importance and types.
2. To understand an effective advertisement campaigns, tools, models etc.
3. To comprehend the role of advertising, various departments, careers and creativity.
4. To provide students with various advertising trends, and future.
S.Y. B.M.M

Semester III**Introduction to Creative Writing****Course Objectives:**

1. To encourage students to read stories, poems, plays
2. To develop further and build upon the writing and analytical skills
3. To acquaint students with basic concepts in literary writing
4. To prepare students to write for media

Course Outcomes:

1. The students are now acquainted with reading stories, poems, and plays
2. Students have improved their analytical skills through project and case studies presentation
3. The students have been introduced to literary concepts and skills required to write for the

Introduction to Cultural Studies**Course Objectives:**

- 1) To make students understand the concept of culture.
- 2) To groom personality of students
- 3) To enforce on students the theoretical concepts of culture to the students and to make them apply it.

Course Outcomes:

- 1) The students will be understand tenets of the concept of culture.
- 2) Students' will learn theories to be applied to the concept culture.

Introduction to Public Relations**Course Objectives:**

- 1.To make students aware about the Evolution of PR with special focus on India.
- 2.To make them aware about the difference between PR and Marketing, PR and Advertising and PR & Branding.
- 3.To make students understand about the skills needed to be a PR Professional.
- 4.To make them aware about In House and Pr Consultancy.
- 5.To explain the importance of PR Campaign.

Course Outcomes:

1.Students will understand the importance of Public Relations to become a PR professional.

2.Students will make use of Media Tools to be an effective Pr Professional.

Introduction to Media Studies**Course Objectives:**

1.To understand Relevance of Media Studies in Contemporary Times.

2. To focus on the different media models.

3.To learn and understand the importance of Media and Globalisation.

4.To analyze the constituents of Media.

Course Outcomes:

1.Students will be able to do research on the contemporary media perspectives.

2.Students will understand the role of media as a strategy to create awareness on various issues and mobilize to bring social progress.

3. Learner will be able to learn the Trends in Media

Understanding Cinema**Course Objectives:**

To take a holistic approach giving sufficient insight to the students seeking diverse careers and specific know how of films.

Course Outcomes:

Subject has given credits and jobs to a large number of students working in the industry

Advanced Computers**Course Objectives:**

1. To equip the students with a understanding of industry knowledge required to make a career in the field of print and advertising , digital marketing , television media , film etc.

2. To train with the software knowledge required in the above-mentioned industries.

Course Outcomes:

Students shall be able to understand:

1. Basics of online marketing and animation.

2. Basics of Audio / Video editing, 3D animation and web designing.

Semester IV

Introduction to Advertising

Course Objectives:

1. To introduce Students to the basic steps in advertising.

2. To help students understand the creations of an ad campaign.

3. To understand the structure of an Ad Agency.

Course Outcomes:

1. To provide the students with basic understanding of advertising, growth, importance and types.

2. To understand an effective advertisement campaigns, tools, models etc.

3. To comprehend the role of advertising , various departments, careers and creativity.

4. To provide students with various advertising trends, and future.

Introduction to Journalism

Course Objectives:

1. The history of journalism and printing will create a base to understand the subject

2. To help media students, acquaint them with an influential medium as journalism that the key to opinion formation and creates awareness among readers.

3. To implant the importance of journalism as media is fourth pillar on which Indian democracy depends

Course Outcomes:

1. The history of journalism was able to shed light to understand the subject better and students can relate to current situations

2. Students were able to understand the objectivity of media through practical sessions and bring change and voice the opinion of common man

3. Learning about career opportunities has opened avenues for the students to understand responsibilities of a journalist towards its readers

Radio & Television
Course Objective:
To acquaint students with the working of two powerful media that is radio and television.
Course Outcome:
The content is useful for both advertising and journalism students in order to further their careers in their respective fields.
Print Production & Photography
Course Objective:
To help students understand the principles and practice of photography. To enable students to enjoy photography as an art.
Course Outcome:
Visual media is very very important thus students can take photography as a hobby or profession.
Mass Media Research
Course Objective:
1.To introduce students to debates in Research approaches and equip themwith tools to carry on research
2.To understand the scope and techniques of media research, their utility and limitations
Course Outcome
1. Evaluate the scope of research in media to enhance the media impact on today's youth.
2. To analysis and importance of advertising research to make media communication is more effective .
Organizational Behaviour
OBJECTIVES
1. To impart knowledge of the basic concepts and facets of organisational behaviour.
2.To highlight the role of psychological factors & process at work.
3. To foster management skills among students.

OUTCOMES

1. Students will acquaint the fundamentals of Organisation Behaviour
2. They will develop a working knowledge of fundamental terminology and frameworks in the organisation.
3. To identify and apply appropriate behavioural techniques for managing contemporary organizations.

T.Y.B.M.M**Semester V****Advertising in Contemporary Society****Course Objectives:**

- 1.To understand and analyze the importance of Communication in Media.
- 2.To focus on the history and process of communication.
- 3.To understand the types of forms of Mass Mediums.
- 4.To understand the Impact of Mass Media on Society.
- 5.To focus on the usage of New Media and media convergence

Course Outcomes

- 1.To stress the importance of communication in society.
- 2.To understand the role of communication as a strategy to create awareness on various issues and Students will understand the importance of New Media and media convergence

Copywriting**Course Objective:**

1. To familiarize the students with the concept of copywriting as selling through writing
2. To learn the process of creating original, strategic, compelling copy for various media.
3. To train students to generate, develop and express ideas effectively mobilize to bring social progress.

Course Outcomes:

- 1.To familiarize t with the concept of copywriting as selling through writing in effective advertisement.

2. To analyze the process of creating original, strategic, compelling copy for various media.

3.To analysis the generate, develop and express ideas effectively.

Advertising Design (Project Paper)

Course Objective:

1.To make students aware about the basic concepts of Designing in Advertising.

2.To make them aware about Typography and different Page Layouts.

3.To make students understand the aspects of Art Direction.

4.To make students analyse the role of movies and designing in communication.

Course Outcomes:

1.Students will understand the importance of Designing and Visual communication in Advertising.

2.Students will make use of effective designing tools to communicate effectively.

3.Students will understand the key elements of designing as Graphic Designers.

Consumer Behaviour

Course Objectives:

1. To understand the role of marketing in influencing consumer behaviour.

2. To analyze the role of marketer & the consumer in advertising.

3. To sensitize the students to the changing trends in consumer behaviour.

Course Outcomes:

1. The students are now aware of consumer decision making process while purchasing

2. The new emerging trends will keep them updated about changing markets

3. Students are now aware about role of marketer and consumer in the market

Media Planning & Buying

Course Objective:

1. To develop knowledge of various characteristics of media

2. To understand procedures , requirements and techniques of media planning and buying.

3. To learn the various media mix and its implementation.

4. To understand budget allocation for a media plan.

Course Outcomes:

1.To analyze various media mix options available for advertisement and benefits.

2. To study the budget allocation and also understand the procedures and different techniques for media planning.

Brand Building

Course Objectives:

1. To study the concepts of brands

2. To study the process of building brands

3. To study the importance of consumers & advertisers

Course Outcomes:

1. The student will be able to identify, discuss and indicate variables that drive the success of brands

2. Will be able to understand the concepts of Brand Leveraging, Brand Positioning, Brand strategies in an array of customer contexts and competitive contexts.

3. The students will be aware of major brand equity measuring techniques.

4. To appreciate the role of consumers and advertisers in brand building process

Semester VI

Advertising & Marketing Research

Course Objectives:

1.To inculcate the analytical abilities and research skills among the students.

2.To understand research methodologies – Qualitative vs Quantitative

3.To discuss the foundations of Research and audience analysis that is imperative to successful advertising.

4.To understand the scope and techniques of Advertising and Marketing research and their utility.

Course Outcomes:

1.To study and understand e the analytical abilities and research skills among

the students .

2.To analysis and understand different research methodologies used in research –Qualitative vs Quantitative

3.To study and understand the scope and techniques of Advertising and Marketing

4.To study and understand the scope and techniques of Advertising and Marketing research, and their utility.

Legal Environment & Advertising Ethics

Course Objectives:

1. To acquaint students with the Legal Environment in contemporary India highlighting the relevance of the same with reference to Advertising media.

2. To emphasize & reiterate the need to have ethical practices in the field of advertising media both in India & internationally.

3. To appreciate the role of advertising in contemporary consumerism, the need for consumer awareness & consumer protection.

4. Advertising as a profession today & how to protect it the future of advertising

a. The socio – economic criticisms

b. Why does Advertising need to be socially responsible?

c. The need for Critiques in Advertising

5. The syllabus has been redesigned to include advertising in both traditional & New Media.

Course Outcomes:

1. To provide a perspective on the Legal Environment in India.

2. To guide students of media through the various ethics connected to Advertising.

3. Maharashtra state centric cases will be discussed in class as the situation demands

Financial Management for Marketing & Advertising

Course Objectives:

On completion of this course, students should have an understanding of:

A. To focus on the accounting treatment in case of Amalgamation of companies as specified in AS-14 and understand the preparation of Balance Sheet of the transferee company

B. To understand the accounting treatment of transactions other than the reporting currency.

C. To learn the concepts of Liquidation of Companies and its accounting treatments.

D. To learn the concepts of underwriting of shares and its accounting procedure.

E. To learn the concepts of Limited Liability Partnership (LLP)

Course Outcomes:

On completion of this course, students will be able to:

A. Understand the nature of Amalgamation, Absorption & External Reconstruction with corresponding accounting treatments of pooling of interests and purchase method respectively. Meaning and Computation of purchase consideration

B. Understand and explain of Accounting of Transactions of Foreign Currency In relation to purchase and sale of goods, services and assets and loan and credit transactions.

C. Understanding of Liquidation of Companies, Underwriting, Underwriting Commission Provision of

Companies Act with respect to Payment of underwriting commission.

D. Understand the accounting treatment of Underwriting of Shares & Debentures, Meaning of liquidation or winding up Preferential payments Overriding preferential payments Preparation of statement of affairs, deficit/ surplus account Liquidator's final statement of account.

E. Understand the Accounting for Limited Liability Partnership- Statutory Provisions Conversion of partnership firm into LLP, Final Accounts.

Agency Management

Course Objectives:

1. To acquaint the students with concepts, techniques for developing an effective advertising campaign.

2. To familiarize students with the different aspects of running an ad agency

3. To inculcate competencies to undertake professional work in the field of advertising.

Course Outcomes:

1. The students are made aware about advertising agency functions and its structures

2. The case studies will help students understand the ways of idea generation and how the big idea is generated/cracked by creative minds of advertising agency for successful ad campaigns

3. The entire course has made students more familiar to the functioning of ad agency and factors affecting the growth of advertising as a industry

The Principles and Practice of Direct Marketing

Course Objectives:

1. The course provides an introduction to direct marketing.
2. The course covers all major direct marketing media: direct mail, broadcast, print, catalog etc. with a special emphasis on the use of different platforms such as email, SMS text, catalogues, direct selling
3. Student will learn how databases to be created and accessed for the direct marketing.
4. Direct marketing is quickly becoming an integral part of the marketing strategies of general marketing as well as the method of operation of traditional direct marketers

Course Outcomes:

1. To identify managerial issues in Direct Marketing and analyze the offer, list and creative in response rate;
2. To design a comprehensive direct marketing strategy and improve prospecting skills.
3. Develop a budget, estimate revenues for Direct marketing activities and fulfillment planning.
4. Demonstrate the ability to plan and develop campaign strategies.

Contemporary Issues

Course Objectives:

1. To understand and analyse some of the present day environmental, political, economic and social concerns and issues.
2. To highlight the importance of human rights and its implementation in India.
3. To understand the present day problems and challenges and its implications on development.

Course Outcomes:

1. To stress the importance of social economic political aspects of the society as a media professional.

2. To understand the role of media as a strategy to create awareness on various issues and mobilize to bring social progress.

3. Learner will be able to demonstrate the ability to write and create campaigns on environmental and social awareness issues.

Digital Media

Course Objectives:

1. Understanding Digital marketing platform.

2. Understand the key goals and stages of digital campaigns.

3. Understand the of use key digital marketing tools.

4. Learn to develop digital marketing plans.

Course Outcomes:

1. Understand digital marketing platform.

2. Understand the key goals and stages of digital campaigns.

3. Understand the of use key digital marketing tools.

4. Learn to develop digital marketing plans.