



WAYANAMAC EDUCATION TRUST<sup>®</sup>  
**DON BOSCO INSTITUTE OF MANAGEMENT STUDIES  
AND COMPUTER APPLICATIONS**



Kumbalagodu, Mysore Road, Bengaluru, Karnataka - 560074

Recognized by Govt. of Karnataka

Approved by AICTE

Affiliated to Bangalore University

## **MBA**

### **Program outcomes (POs)**

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- PO 1 **Business Environment and Domain Knowledge (BEDK)**: Economic, legal and social environment of Indian business.
- PO 2 **Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)**: Competencies in quantitative and qualitative techniques.
- PO 3 **Global Exposure and Cross-Cultural Understanding (GECCU)**: Demonstrate a global outlook with the ability to identify aspects of the global business and Cross Cultural Understanding.
- PO 4 **Social Responsiveness and Ethics (SRE)**: Developing responsiveness to contextual social issues / problems and exploring solutions, understanding business ethics and resolving ethical dilemmas.
- PO 5 **Effective Communication (EC)**: Usage of various forms of business communication, supported by effective use of appropriate technology, logical reasoning, articulation of ideas.
- PO 6 **Leadership and Teamwork (LT)**: Understanding leadership roles at various levels of the organization and leading teams.

### **Program-Specific Outcomes (PSOs)**

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- PSO 1 Possess the skills required to work and lead effectively in a team-based environment.
- PSO 2 Channelize the transformation process of every management graduate by providing in-depth knowledge of business management
- PSO 3 Entrepreneurship embedded with ethics and a sense of social commitment and value creation to society.

### **Course Outcome: MBA (First Semester)**

#### **1.1 ECONOMICS FOR MANAGERS**

At the end of Course, Students will be able to

- 1 To Remember the different methods of capital budgeting and understand various aspects of supply and demand while linking relationship between costs, revenues, profits and losses.
2. To understand the application of concepts of managerial economics.

3. To apply theory and practice of Managerial Economic according to business need.
4. To Analyze pricing policies to make profits in business.
5. To Evaluate various economic functions affecting demand and supply of products while.
6. To design marketing and business strategies keeping the economic changes in mind.

## **1.2 ORGANIZATIONAL BEHAVIOUR**

At the end of Course, Students will be able to:

1. To recollect the importance of human resources in organizational performance.
2. To narrate the various techniques used to manage individual behavior in organizations.
3. To determine the various types of personality and other aspects of individual behavior.
4. To examine the types of organizational conflict and its effect on organizational culture.
5. To assess the effectiveness of motivation and leadership styles used in organizations.
6. To propose an action plan to suitably fit into the organizational set up.

## **1.3 ACCOUNTING FOR MANAGERS:**

At the end of Course, Students will be able to:

1. To Understand and remember basic concepts of accounting and financial statement.
2. To Apply accounting concepts and principles to prepare financial statements.
3. To Analyze and assess the accuracy of financial statements.
4. To Evaluate the financial position and performance of an entity with the help of various techniques in accounting.
5. To Create various financial statements using accounting techniques.

## **1.4 STATISTICS FOR MANAGEMENT:**

At the end of Course, Students will be able to:

1. To understand basic rules of statistics and its scope and importance in various areas.
2. To apply key concepts tools and techniques used in business statistical analysis.
3. To Identify the type of statistical situation to which different distributions can be applied.
4. To evaluate the underlying assumptions of analysis tools
5. To demonstrate understanding of the concepts of time series and its applications in different areas.

## **1.5 . MARKETING FOR CUSTOMER VALUE**

At the end of Course, Students will be able to:

1. To relate to the basic concepts of Marketing
2. To understand the concept of Branding, development of product and significance of market segmentation, targeting and positioning.

3. To identify marketing channels and the concept of product distribution
4. To assess the effectiveness of techniques of sales promotion, significance of marketing research.
5. To evaluate the impact of the environment on marketing function.
6. To formulate marketing strategies that incorporate psychological and sociological factors which influence buying.

#### **1.6. BUSINESS AND INDUSTRY:**

At the end of Course, Students will be able to:

- 1 To understand the present status of various Industries and its contribution to overall economy.
- 2 To identify the nature of Business and industry and types of Productive systems in India.
- 3 To analyze the structure of Indian Society and economic structure of the country.
- 4 To evaluate the status of Business and Industry and its contribution to economy.
- 5 To propose ideas for start-ups and role of Voluntary organization and its impact on industry.

#### **1.7 COMMUNICATION SKILLS:**

At the end of Course, Students will be able to:

1. To remember the basic concepts of communication and the importance of communication and teamwork in Business.
2. To identify the various types of communication skills required for individuals to be successful in organization.
3. To enumerate the importance of Listening and use of Audio-Visual Aids and the various barriers in effective communication.
4. To critically evaluate the various aspects of Team Working and its effect on organizational culture.
5. To assess the effectiveness of negotiation and bargaining in resolving conflicts and develop leadership styles for corporate success.
6. To prepare effective communicative material, reports and documents.

#### **Course Outcome: MBA (Second Semester)**

##### **2.1. TECHNOLOGY FOR MANAGEMENT:**

At the end of the course, students will be able to

1. To recall the computer Hardware, software and other Information technology concepts.
2. To understand the concept of Data, Information and MIS Components applicable in the Industry.
3. To analyze the information system used for decision making and strategic role of the organization.
4. To apply the information system and ERP incorporates for better decision making and gaining strategic advantage.
5. To evaluate the ecommerce and its applications in business.

6. To create Microsoft office documents and database tables for given set of business process and communication.

## **2.2 MANAGERIAL RESEARCH METHODS:**

At the end of the course, students will be able to,

1. To remember and understand the basic concepts and research process with a balanced blend of theory
2. To comprehend types of management problems of organizations.
3. To describe, explain and discover basic concepts of research designs and methodology aimed at solving business problems.
4. To critically analyze and apply the research process with a balanced blend of theory and applicative technique.
5. To synthesize various steps of problem analysis, sampling and data preparation and analysis.
6. To interpret, evaluate and construct the relationship between theory and analyze and conclude the problem with statistical Inference.

## **2.3. ENTREPRENEURSHIP AND ETHICS:**

At the end of the course, students will be able to

1. To remember the concept of Entrepreneurship and its dimensions.
2. To understand the legal aspects of starting a new business venture.
3. To identify the various funding options for starting a new business.
4. To assess the feasibility of business ideas and challenges in Entrepreneurship.
5. To evaluate the importance and relevance of Ethics in Business.
6. To develop new innovative business ideas and formulate a Business Plan

## **2.4. HUMAN CAPITAL MANAGEMENT:**

At the end of the course, students will be able to

1. To recollect the nature, scope and importance of Human Resource Management and issues involved in the industry.
2. To understand the concept of training and its methods and process of Performance Appraisal.
3. To identify the role and importance of Strategic Human resource management in organization
4. To analyze the Job, manpower and sources of recruitment.
5. To evaluate the factors affecting compensation system and Industrial Relations.
6. To suggest / formulate effective strategies for human capital management

## **2.5 FINANCIAL MANAGEMENT:**

At the end of the course, students will be able to

1. To remember and relate concepts of financial Management.
2. To describe and demonstrate the tools and techniques for managing finance
3. To apply tools and techniques for bottleneck analysis in a live and/or simulated environment.
4. To critically analyze, if the company is optimally employing available resource and using right resource.
5. To evaluate and appraise alternative views on financial problems.
6. To construct and propose an alternative solution on finance problem.

## **2.6 QUANTITATIVE TECHNIQUES AND OPERATION RESEARCH:**

At the end of the course, students will be able to

1. To remember project management techniques.
2. To understand the application of Operation Research in business.
3. To apply LPP model in appropriate real-life scenarios.
4. To analyze special case of LPP and apply in appropriate business situation.
5. To Evaluate the data - uses, advantages, disadvantages, types and sources and types of measurement scales and create skillful research reports.
6. To Generate confidence within the students by providing awareness about practicality in business operations as well as use of quantitative techniques in business decision making.

## **2.7 INNOVATION MANAGEMENT:**

At the end of the course, students will be able to,

1. To remember the meaning and usefulness of innovation to address organizational challenges.
2. To understand the organization's ability to innovate, considering capacity and capability.
3. To know about application of innovation strategies to create organizational value in the current competitive environment.
4. To integrate managerial techniques to improve the organization's innovative performance.
5. To propose innovative and sustainable business ideas for welfare of society.

## **Course Outcome: MBA (Third Semester)**

### **3.1 STRATEGIC MANAGEMENT AND CORPORATE GOVERNANCE:**

At the end of Course, Students will be able to,

1. To underline the strategic theories and its applications in corporate arena.
2. To Understand the concept of strategy and strategy formulation in corporate arena.
3. To apply corporate governance and strategies in real-time business environment.
4. To analyze the strategic advantage and external environment of companies using various strategic analytical models and tools.

5. To evaluate strategic alternatives at corporate level strategies.
6. To Design and implement strategies with required skills of managerial decisions and actions.

### **3.2 PROJECTS AND OPERATIONS MANAGEMENT**

At the end of Course, Students will be able to:

1. To understand the concepts involved in Projects and Operations Management
2. To apply the understanding of Project Management in Quality improvement and cost reduction.
3. To assess and analyze the cost involved in material and inventory management
4. To evaluate the effectiveness of Budgeting and costing in Project Management
5. To formulate plans for effective Project and Quality Management

#### **3.3.1 INDIAN FINANCIAL SYSTEM:**

At the end of Course, Students will be able to:

1. To Remember the regulatory framework for stock markets.
2. To Understand the role of RBI and IFS and the financial regulations framework, the regulatory bodies and its significance in financial system.
3. To Apply knowledge gained to make transaction in financial markets.
4. To analyze the functioning of Stock Exchange and evaluation various financial products in the primary and secondary markets.
5. To Evaluate the role played by regulators to protect rights of investors. To Evaluate currency markets and its role in the financial system

#### **3.3.2 CORPORATE TAX PLANNING AND MANAGEMENT:**

At the end of Course, Students will be able to:

1. To understand the meaning of taxes, types of tax and the differences between them
2. To identify the taxonomy of taxation in India
3. To apply the knowledge of tax laws in practice
4. To analyze the income tax liability of a corporate entity and the strategies for reducing tax burden
5. To compute Tax Liability of establishments

#### **3.3.3 CORPORATE VALUATION AND RESTRUCTURING:**

At the end of Course, Students will be able to:

1. Remember the guidelines to be followed in valuation reports.
2. Understanding the concept of valuation and applying process and procedures used to estimate the value of a company.

3. Analyze the various styles of business restructuring in the regulatory framework and methods of financing, payments and tax considerations.
4. Evaluate the different alternative methods used in valuation.
5. Comprehending alternative business restructuring methods for creation of shareholder wealth.
6. To build the knowledge about the techniques of Corporate Valuation and its importance in making business decisions.

### **3.4.1 RETAILING MANAGEMENT AND SERVICES:**

At the end of Course, Students will be able to

1. To Remember different retail formats and Fundamentals of services and consumer behavior in service industry.
2. To Understand basics of retailing and customer roles in service industry and key elements of store operations.
3. To Apply various models to ensure success of and quality of services.
4. To Analyze the gaps in service delivery and accordingly plan demand forecast, delivery planning and sales forecast.
5. To Evaluate the requirement to use CRM for customer satisfaction and retention of market share, use complaints as an opportunity for enhancing quality of service.

### **3.4.2 CONSUMER BEHAVIOR:**

At the end of Course, Students will be able to

1. To Remember the models of consumer behavior for their physiological and psychological implications in marketing
2. To understand the concept of consumer behavior, role and importance of consumer behavior in marketing
3. To Apply various consumer behavior models to ensure success of marketing strategies implemented
4. To Analyze how digital revolution has changed the consumer behavior entirely
5. To Evaluate consumer learning process with reference to cultural and social factors for creating practical strategies.

### **3.4.3. RURAL AND AGRICULTURAL MARKETING:**

At the end of Course, Students will be able to,

1. To underline the nature and system of Rural marketing in Indian Context.
2. To apply the Rural marketing strategies in terms of Segmentation, Targeting and Positioning.
3. To understand the Rural marketing research and role of government and NGOs in rural marketing.
4. To analyze the challenges of Agricultural marketing and its distribution channel.
5. To evaluate the role of APEDA, Cooperative societies in promoting agricultural marketing in India.

### **3.5.1 LEARNING AND DEVELOPMENT:**

At the end of the course, students will be able to,

1. To remember and understand the basic concepts and principles of Training and development.
2. To comprehend the benefits, needs and challenges Training employees in an organization.
3. To describe, explain and discover various competencies required in corporate.
4. To critically analyses and apply the training needs and design training programs in an Organizational setting.
5. To synthesize various levels tools and techniques involved in effective training.
6. To interpret, evaluate and construct the relationship between theory and practice in training and development management.

### **3.5.2 INDUSTRIAL AND EMPLOYEE RELATIONS:**

At the end of Course, Students will be able to:

1. To recall the importance of maintaining good employee relations in organizations.
2. To summarize the various reasons behind Industrial Disputes and dispute settlement machinery.
3. To examine the various legal mechanisms for protection of employee rights in India.
4. To analyze the working of Trade Unions and its effect on organizations.
5. To gauge the state of Industrial relations in India.
6. To develop ideas and techniques for maintaining sound Industrial Relations.

### **3.5.3 PERFORMANCE MANAGEMENT SYSTEM:**

At the end of Course, Students will be able to

1. To understand the importance of Performance Appraisal and the theoretical aspects of Performance Management.
2. To identify suitable methods and emerging trends in Performance Management.
3. To apply Performance Management Skills and predict problems and legal issues in performance assessment.
4. To analyze the aspects of Team Performance and examine the effectiveness of Mentoring & Coaching in enhancing performance.
5. To plan Appraisal Programs and conduct Performance Appraisals for individuals and teams.
6. To design and formulate Performance Management Strategies for enhancing individual and team performance.



## **Course Outcome: MBA (Fourth Semester)**

### **4.1. INTERNATIONAL BUSINESS DYNAMICS**

1. Apply theoretical concepts and analytical tools to address managerial problems in international business
2. Understand the complexity and diversity of the international business environment;
3. Recognize global issues and discuss their implications for international business;
4. Critically analyses and interpret information as well as international economic and political developments for managerial decision-making; and
5. Communicate analytical findings and strategic recommendations in relation to international business operations of a firm.

### **4.2.1 INVESTMENT ANALYSIS AND MANAGEMENT**

At the end of the course, students will be able to,

1. To remember and relate concepts and basics Investment.
2. To describe and demonstrate the procedures and formalities involved in investing
3. To Identify investment alternatives and Choosing the best / suitable alternatives.
4. To critically analyze, various investment alternatives and construct a portfolio
5. To evaluate various selection criteria of performance evaluation.
6. To construct and propose the best portfolio and investment alternative.

### **4.2.2 INTERNATIONAL FINANCIAL MANAGEMENT**

At the end of the course, students will be able to

1. To Remember concepts of international finance and theories
2. To Understand operations of foreign exchange markets, modes and mechanism of spot and forward
3. To Apply knowledge of international finance for solving specific problems and creating strategies
4. To analyze fundamental equilibrium relationships, Functioning of international financial markets
5. To Evaluate various innovative international financial products and create strategies for international finance
6. To Measure various foreign currency risks and hedging strategies.

### **4.2.3 RISK MANAGEMENT AND DERIVATIVES**

At the end of the course, students will be able to

1. To remember the meaning and types of risks
2. To understand risk measurement and evaluation in making capital budgeting decisions
3. To assess the risks associated with investments and hedging with derivatives

4. To identify various options for safe and secure investments
5. To evaluate the risks associated with investments outside the business
6. To formulate strategies for hedging risks involved in derivatives.

#### **4.3.2 STRATEGIC BRAND MANAGEMENT**

At the end of the course, students will be able to

1. To remember and understand the basic elements of branding and concepts of product life cycle.
2. To describe the process of new product development and handling it for extending its life cycle.
3. To apply practical branding strategies to tackle key issues in product and brand management.
4. To analyze various brand audit and valuation.
5. To evaluate brand equity as a concept and create measures to enhance brand equity.
6. To measure various marketing communication options using social media.

#### **4.3.3 INTERNATIONAL MARKETING STRATEGY**

At the end of the course, students will be able to

1. To highlight the concept of Global marketing and theories related to International Trade. 20 To analyze the market potential of global market using international research process.
2. To understand the pricing and distribution strategies of international market.
3. To underline the documentation process involved in international trade and emerging business economies in the global market.
4. To evaluate the Global business entry strategies and market selection in the international arena.
5. To Implement international product and promotional strategies and quality requirements of global market.

#### **4.3.4 DIGITAL MARKETING**

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

1. To understand the basics of digital marketing.
2. To identify the various digital marketing tools and its applicability
3. To analyze the use of new media such as search engine and social networking
4. To evaluate the risks involved in digital marketing and ways to mitigate them
5. To develop a comprehensive digital marketing strategy for organizations

#### **4.4.1 STRATEGIC HRM**

At the end of the course, students will be able to,

1. To recognize the importance of SHRM in present competitive environment.
2. To describe the impact of effective functioning of HR Systems.
3. To identify the need and impact of integrating HR strategy with business strategy.

4. To explore the various strategic options and its effect on HRM.
5. To evaluate the competitive advantage derived through HR Practices.
6. To generate ideas and techniques for managing HRM in a Knowledge economy.

#### **4.4.2 INTERNATIONAL HRM**

At the end of the course, students will be able to,

1. To remember and understand the key terms, theories/concepts and practices within the field of IHRM
2. To understand and obtain an in-depth knowledge of specific IHRM-related theories, skills and practices
3. To determine and implications of increasing globalization for the management of human resources with particular reference to IHRM in multinational corporations
4. To analyze various concepts of Knowledge management and International management development.
5. To evaluate various IHRM Strategies and Developments
6. To develop strategies for management of people in the workplace.

#### **4.4.3 TALENT AND KNOWLEDGE MANAGEMENT**

At the end of the course, students will be able to,

1. To remember and understand the concepts on management of talents for the competitive advantage of the organization, and fundamental concepts in Knowledge management.
2. To summarize the benefits, challenges of acquisition and retention of talents for the competitive advantages of the organization.
3. To describe, explain and discover concept of knowledge management and its creation, acquisition, dissimilation, use and reuse.
4. To critically analyze and apply emerging trends in talent and knowledge management.
5. To evaluate the impact of talent management in carrier development and current trends in knowledge management and their manifestation in business and industry.
6. To interpret, evaluate and construct the relationship between theory and practice in talent and knowledge management.

## **BCOM**

### **PROGRAMME OUTCOMES**

PO2: Develop industry ready students in the functional areas of accounting, finance and taxation

PO3: Develop proficiency with the ability to engage in professional qualifications that includes CA, CS, ICWAI, ACCA.

PO4: Inculcate entrepreneurial skills and innovatively apply knowledge and problem-solving skills in the areas of law, accounts, tax and audit.

PO5: Demonstrate professional expertise in financial planning analysis, control, decision making and business ethics in organization.

PSO1: Demonstrate a grasp of theory, technically based skills and ethical perspectives relevant to core business areas, including accounting, statistics, finance, law, banking and taxation.

### **Course Outcome**

#### **I SEMESTER B.COM**

##### **FINANCIAL ACCOUNTING Outcomes:**

Students will be able to

CO1: Remember the basic concepts of accounting

CO2: Understand how to convert single entry to double entry.

CO3: Apply the concept of hire purchase system and computation of interest, cash price

CO4: Analyze the application of royalty and procedure for preparing royalty table and royalty accounts.

CO5: Evaluate of sale of partnership in to limited company.

##### **INDIAN FINANCIAL SYSTEM Outcomes:**

Students will be able to

CO1: Remember the different aspects of Financial System, such as Financial Markets, Functions and Significance of Primary Market, Secondary Market, Capital Market, & Money Market

CO2: Understand the objectives & functions of Banking and Non-Banking Financial Institutions. Such as IDBI, SFCs, SIDCs, LIC, EXIM Bank. Mutual Funds

CO3: Apply the functions and investment policies of commercial banks in India.

CO4: Analyze the role, objectives and functions of RBI and SEBI

CO5: Evaluate the meaning, features and importance of financial services such as factoring, leasing, venture capital, Consumer finance – housing & vehicle finance.

##### **MARKETING AND SERVICES MANAGEMENT Outcomes:**

Students will be able to

CO1: Remember the concept of Marketing, approaches, function and Trends in E - Marketing

CO2: Understand the meaning of marketing environment, market segmentation, consumer behavior and factors influencing consumer behavior

CO3: Apply the marketing Mix, Product, Pricing, Physical Distribution, Promotion and personal selling

CO4: Analyze meaning of service, characteristics, classification and growth of service sector in India.

CO5: Evaluate Tourism and Travel Service concept, meaning, nature and significance of marketing

### **CORPORATE ADMINISTRATION Outcomes:**

Students will be able to

CO1: Remember the types of companies along with highlights of companies act 2013

CO2: Understand the Stages in the formation of the Companies with special emphasis on MOA and AOA

CO3: Analysis about the Company Administrators and their roles

CO4: Apply the types and Procedure of corporate meetings

CO5: Evaluate the Formation of Global Companies

### **II SEMESTER B.COM**

### **ADVANCED FINANCIAL ACCOUNTING Outcomes:**

Students will be able to

CO1: Remember the actual loss incurred by business due to fire accident and calculating the amount of claim

CO2: Understand the profit and or loss in case of consignment of goods for consignor and consignee.

CO3: Apply the profit and or loss of joint venture by using two different methods.

CO4: Analyze the profit and loss of dependent Branch in the books of head office under cost price and invoice price.

CO5: Evaluate departmental profit and loss of an organization in columnar form.

### **RETAIL MANAGEMENT Outcomes:**

Students will be able to

CO1: Remember in detail about various functions and types of retail business.

CO2: Understand about the consumer behavior and its implementation in retail business.

CO3: Apply about the retail operations the different factors.

CO4: Analyze about Retail marketing MIX and its various elements.

CO5: Evaluate the various impact of information Technology in retailing and use of EDL, RFID, legal, social and ethical issues in Retailing.

### **BANKING LAW AND OPERATIONS Outcomes:**

Students will be able to

CO1: Remember the concept of Banking & its scope.

CO2: Understand the different types of Negotiable Instruments

CO3: Apply the different relationship between the banker and the customer.

CO4: Analyze the principles of lending. Understand the types of Accounts.

CO5: Evaluate the various Banking Innovations

### **QUANTITATIVE ANALYSIS FOR BUSINESS DECISION-I OUTCOMES:**

Students will be able to

CO1: Remember the concepts of statistics, its functions, scope and limitations

CO2: Understand the methods of collection, classification and tabulation of data

CO3: Apply the measures of central tendency and represent them in the form of graphs.

CO4: Analyze the procedure to Construct Index numbers and application of Reversibility tests.

CO5: Evaluate practical exposure on calculations of Measures of dispersion and skewness using formula

### **II SEMESTER B.COM**

#### **CORPORATE ACCOUNTING OUTCOMES:**

Students will be able to

CO1: Remember the basic concepts of underwriting and analysis of net liability and gross liability.

CO2: Understand the methods of Computing Profit prior to incorporation of companies

CO3: Develop a knowledge on Goodwill by applying various methods of valuation of Goodwill.

CO4: Contrast an understanding about the redemption of shares and debentures and its types.

CO5: Evaluate exposure in preparing the company final accounts as per the New schedule of companies

Act 2013

#### **FINANCIAL MANAGEMENT OUTCOMES:**

Students will be able to

CO1: Remember the importance of financial management its objectives and steps involved in financial planning

CO2: Understand the concept of time value of time through various techniques

CO3: Apply earnings per share and computing the optimum capital structure

CO4: Analyze the investing and dividend decisions through various capital budgeting technique

CO5: Evaluate the significance of working capital management

#### **BUSINESS ETHICS OUTCOMES:**

Students will be able to

CO1: Remember the importance of business ethics and CSR in relation with crisis and issue management

CO2: Understand how emotional honesty, virtue of humility, happiness, karma yoga or purity of mind creates impact on one's personal ethical values

CO3: Apply ethical aspects in HRM, Marketing, Financial Management, Technology and Professional Ethics

CO4: Analyze the role of corporate culture in business

CO5: Evaluate the role of various committees and their impact on corporate governance

## **QUANTITATIVE ANALYSIS FOR BUSINESS DECISION-II OUTCOMES:**

Students will be able to:

CO1: Remember the Karl Pearson's Coefficient of correlation, Spearman's Rank correlation and Regression. CO2: Understand the Trend values and representation on a graph.

CO3: Apply terminologies in sampling, types of sampling distributions and calculate sample size.

CO4: Analyze missing values using binomial expansion and Newton's advancing difference method

CO5: Evaluate the basic concepts of probability & application of additional theorem.

## **PUBLIC RELATIONS AND CORPORATE COMMUNICATION OUTCOMES:**

Students will be able to

CO1: Remember different types of attitudes and measures to overcome negative attitude.

CO2: Understand how to set goals based on SMART goals and how to manage time.

CO3: Apply the process of communication, body language, presentation skills and preparing for interviews.

CO4: Analyze process of communication, body language, presentation skills and preparing for interviews

CO5: Evaluate the Career Planning.

## **II SEMESTER B.COM**

### **ADVANCED CORPORATE ACCOUNTING OUTCOMES:**

Students will be able to

CO1: Remember the legal provisions connected to Redemption of Preference shares and carry out the process of Redemption of Preference shares.

CO2: Understand the procedure of Mergers and Acquisition of Companies, Differentiate between Merger and Acquisition. Calculate Purchase Consideration and Carry out the Accounting procedure.

CO3: Apply the reasons for Internal Reconstruction of a Co., and carry out the process of internal reconstruction

CO4: Analyze the order of payment in case of Liquidation of a co., Calculate Liquidator's Remuneration and Prepare Liquidator's final statement of accounts

CO5: Evaluate the recent developments in Accounting and describe various Indian Accounting Standards

### **COST ACCOUNTING OUTCOMES:**

Students will be able to

CO1: Remember the different aspects of cost and compute cost elements by preparing cost sheet

CO2: Understand the different levels of material including LIFO, FIFO, and EOQ.

CO3: Apply the remuneration payable to employees by using different methods

CO4: Analyze of the allocation and absorption cost to departments wise to find out the profit of each department

CO5: Evaluate of reconciliation statements to find out the reasons for differences between them

**BUSINESS AND ACCOUNTING OUTCOMES: Students will be able to**

CO1: Remember the E-business models and emerging trends in E-commerce

CO2: Understand the hardware and software requirements for E-Business

CO3: Apply the tally menu options, features and procedures to create a company

CO4: Analyze groups, ledgers and vouchers with the accounting software tally

CO5: Evaluate the path of generating the basic reports, financial statements, accounting books and registers in tally.

**PRINCIPLES OF EVENT MANAGEMENT OUTCOMES:**

Students will be able to

CO1: Remember the concept and importance of Event Management.

CO2: Understand the general and legal policies and procedure for conducting an Event.

CO3: Apply the role of public relations and media in connection with event management.

CO4: Analyze the Plan for Conducting an Event, Prepare the budget and describe the roles and responsibilities of event managers.

CO5: Evaluate a blueprint, budget and describe the need for safety of guests, participants and need for entertainment in corporate events

**STOCK AND COMMODITY MARKET OUTCOMES: Students will be able to**

CO1: Remember the different financial markets, issue mechanism, financial instruments.

CO2: Understand the functions and organization of stock exchange, role of SEBI and different stockexchanges in India.

CO3: Apply the various trading and settlement patterns and various depositories in India.

CO4: Analyze the functions and organization of commodity exchange and physical and future markets.

CO5: Evaluate the trading and settlement patters in commodity markets.

**III SEMESTER B.COM**

**COSTING METHODS OUTCOMES:**

Students will be able to:

CO1: Remember the importance of different costing methods

CO2: Understand the different methods of job costing and calculation of EBQ

CO3: Apply the concept of process costing and computation of cost as per the process

CO4: Analyze the application of Contract costing and procedure of computing cost as per each contract.

CO5: Evaluate the operating costing in different service sectors



## **ENTREPRENEURSHIP DEVELOPMENT OUTCOMES:**

Students will be able to

- CO1: Remember of entrepreneur and factors influencing entrepreneurship and also to understand the contribution of women entrepreneur in creating awareness among the youngsters
- CO2: Understand the role of SSI in the development of Indian economy and formulation of policies and problems faced by SSI
- CO3: Apply the business opportunities, alternatives and assessment of potential market
- CO4: Analyze business plan and its aspects with regard to common pitfalls to be avoided in preparation of business plan
- CO5: Evaluate financial assessment through private and public banks.

## **INTERNATIONAL FINANCIAL REPORTING STANDARDS OUTCOMES**

Students will be able to

- CO1: Remember IFRS, its merits, limitations, benefits, and IFRS standards.
- CO2: Understand and calculate the value of assets and liability.
- CO3: Apply the statement of financial position, comprehensive income statements, statement of changes in Equity.
- CO4: Analyze the procedure for preparation of consolidated financial statement and also treatment of pre-acquisition profit, goodwill and non-controlling interest.
- CO5: Evaluate the concepts of related party disclosure, earning per share, Interim financial.

## **INCOME TAX-I OUTCOMES:**

Students will be able to

- CO1: Remember the various basic concepts of income tax, legal frame work, history Indian income tax and scheme of taxation, income tax authorities, and their powers and functions
- CO2: Understand the various exempted incomes U/S 10 available to individual assess.
- CO3: Apply the residential status of an individual and computation of gross total income based on the incidence.
- CO4: Analyze the gratuity, pension, leave salary, profit in lieu of salary, and taxable income from salary
- CO5: Evaluate the taxable income from house property.

## **ADVANCED ACCOUNTING OUTCOMES: Students will be able to**

- CO1: Remember the various schedules of preparing final accounts of banking company accounts.
- CO2: Understand the various schedules of preparing final accounts of life insurance and general insurance company accounts
- CO3: Apply the importance of different methods of inflation accounting
- CO4: Analyze the concept of preparing farm accounting.
- CO5: Value the knowledge on investment accounting and procedure of calculation of interest.

## **GOODS AND SERVICE TAX OUTCOMES:**

Students will be able to

CO1: Remember the GST, benefits of GST, and different types of GST

CO2: Understand the different law's governing GST, CGST, SGST, IGST

CO3: Develop the procedure and levy of SGST, CGST, IGST and determining the input tax credit.

CO4: Analyze the tax liability under GST

CO5: Examine the GST Eco system, network, and structure

## **INTERNATIONAL FINANCIAL MANAGEMENT OUTCOMES: Students will be able to**

CO1: Remember the objectives of financial markets and institution's

CO2: Understand their practical skills in determining the working capital and funding strategies of the firms.

CO3: Apply the various investment appraisal techniques and various sources of funds available

CO4: Analyze the various sources of funds, relative cost estimations and capital structure theories

CO5: Evaluate the various models for business and financial valuation

## **LIFE AND GENERAL INSURANCE OUTCOMES: Students will be able to**

CO1: Remember the Principles of Life Insurance and different products of Life insurance.

CO2: Understand the Indian Contract Act and the Insurance Act

CO3: Apply the concept of Claim management, claim settlement and Reinsurance principles

CO4: Analyze the principle of general insurance, types of general insurance product and clauses and covers under general insurance

CO5: Evaluate the history of insurance industry including pre-nationalization and post nationalization.

## **INTERNATIONAL BANKING AND FOREX MANAGEMENT OUTCOMES:**

Students will be able to

CO1: Remember the functions and financing of foreign trade and the concept of international paymentsystem

CO2: Understand the types of international capital market and flow of funds across the borders

CO3: Apply the role of International financing and comment on assets and liability management of foreign banks.

CO4: Analyze the elements, Importance, evolution of exchange rate system and determine the exchangerates and theories.

CO5: Evaluate the objectives, types of foreign exchange, explain the role of RBI in settlement of foreign exchange problem in India.

## **IV SEMESTER B.COM**

### **BUSINESS REGULATION OUTCOMES:**

Students will be able to:

CO1: Remember the concept of Business Law and its Scope

CO2: Understand the essentials of a contract and essentials sale of goods act

CO3: Apply the features of competition act and the consumer protection act and the rights and duties of consumers and sellers.

CO4: Analyze the procedure to register a patent. Understand the importance of Foreign Exchange Management terms and features.

CO5: Evaluate the rules and power of Government in protecting the environment from pollution.

### **INCOME TAX-II OUTCOMES:**

Students will be able to

CO1: Find the taxable income from business and profession.

CO2: Understand the taxable income from capital gains.

CO3: Apply the taxable income from other sources.

CO4: Analyze the various deductions from gross total income available to individual assessee.

CO5: Evaluate the various provisions for setoff and carry forward of losses and determination of taxable income and tax liability of an individual assessee.

### **MANAGEMENT ACCOUNTING OUTCOMES:**

Students will be able to

CO1: Remember the financial statements

CO2: Understand the FS with the help of activity ratio, liquidity ratio, solvency ratio and profitability ratio.

CO3: Apply the changes in working capital, determining the fund from operation and preparation of FFS

CO4: Analyze the flow of cash from operating, financing and investment activities and preparation of CFS

CO5: Evaluate with the help of report preparation

### **PRINCIPLES AND PRACTICES OF AUDITING OUTCOMES:**

Students will be able to:

CO1: Remember the concepts of Auditing, types and Recent trends in auditing

CO2: Understand the internal control and Internal check regards to wage payments, cash sales and cash purchases

CO3: Apply the different types Vouchers and vouching process

CO4: Analyze the Procedures for the verification and valuation of Assets and Liabilities.

CO5: Evaluate be familiar with the Company Auditor and the procedure for audit of Limited Companies

### **COST MANAGEMENT OUTCOMES:**

Students will be able to

CO1: Remember the different areas of cost control and cost reduction

CO2: Understand the difference between Absorption and Marginal costing and problem computation of BEP.

CO3: Apply the variances in material costing, labor costing.

CO4: Analyze the Budget and computation of cash budget and flexible budget

CO5: Evaluate the difference between traditional costing and ABC Costing

### **BUSINESS TAXATION OUTCOMES:**

Students will be able to

CO1: Remember the custom act, custom law, and methods of customs of valuation and calculation of custom duty

CO2: Understand the central sales tax act and calculation of tax on goods and services not covered under GST

CO3: Apply the tax liability of the partnership firms.

CO4: Analyze the tax liability of companies as per income tax act and as per the provisions of MAT

### **INTERNATIONAL AUDITING AND ASSURANCE OUTCOMES:**

Students will be able to

CO1: Remember the importance of various aspects of internal and external audit and also the appointment and removal of auditor.

CO2: Understand the role planning and risk assessment in auditing, which concentrates on the materiality and audit strategy.

CO3: Apply the importance of components in internal control along with the IT audit strategy

CO4: Analyze the importance of audit evidence with financial statement with Receivables, inventories, payables and accruals, bank and cash, tangible assets, intangible assets, non-current liabilities, provisions and contingencies, share capital, reserves and directors' emoluments, Computer-assisted audit techniques

CO5: Evaluate the importance of review and reporting with procedures and reliability.

### **PERFORMANCE MANAGEMENT OUTCOMES:**

Students will be able to

CO1: Remember application of modern techniques of costing in Industrial settings and compare with traditional techniques of Costing

CO2: Understand the various Management Accounting techniques –CVP Analysis, Make or Buy for decisionmaking.

CO3: Apply the cash position and cost of production using budgets and variance analysis.

CO4: Analyze the uses of information systems in managing and controlling a business and Appreciate importance and difficulties in assessing overall performance in divisional zed businesses.

**MARKETING OF INSURANCE PRODUCT OUTCOMES:**

Students will be able to

CO1: Remember the various factors that influences Insurance products.

CO2: Understand the life Cycle of Insurance Products

CO3: Apply customer's attributes and behavior that influence the Insurance market

CO4: Analyze the various marketing strategies used in Insurance Industry

**RISK MANAGEMENT OUTCOMES:**

Students will be able to

CO1: Remember the concept, types nature and limitations of managing risk

CO2: Understand the sources and various element of cost of risk and exposure.

CO3: Apply the approaches, process of Corporate Risk Management.

CO4: Analyze the types and illustrate the working of various derivatives instruments.

CO5: Evaluate the concept of Hedging and options in derivatives and concept of VAR Department of Humanities.

## **BBA**

### **PROGRAMME OUTCOMES**

**PO1. Critical Thinking:** Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

**PO2. Effective Communication:** Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

**PO3. Social Interaction:** Elicit views of others, mediate disagreements and help reach conclusions in group settings.

**PO4. Effective Citizenship:** Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

**PO5. Ethics:** Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

**PO6. Environment and Sustainability:** Understand the issues of environmental contexts and sustainable development.

**PO7. Self-directed and Life-long Learning:** Acquire the ability to engage in independent and life-long learning in the broadest context socio-technological changes.

### **Department of Management**

PSO1- Understand the functions of PODSCORB as well as functional areas of Management such as Finance, Marketing, HR, Production & operations Management with the knowledge of regulations, corporate governance & ethics in business.

PSO2- Conceive a business idea, designs a business plan, analyses the requisites for incorporation of a new business & set up MSME.

PSO3- Determine the dynamics of business with the base knowledge of research, analysis & problem solving for companies, banks, capital markets, stock & commodity markets

## **I SEMESTER BBA**

### **BUSINESS ORGANIZATION AND ENVIRONMENT OUTCOMES:**

Students will be able to

CO1- Remember the various classifications of business, industry and trade.

CO2- Understand the various form of Business Organization.

CO3- Apply the types of companies and the steps involved in formation of a company.

CO4- Analyze the various dimensions of Business environment and their impact.

CO5- Evaluate the impact of Government policy of business industry with liberalization, privatization and globalization.

## **FUNDAMENTALS OF ACCOUNTING OUTCOMES:**

Students will be able to

- CO1- Remember the Objectives, Functions, Users of Accounting Information, Accounting Principles.
- CO2- Understand the Process of Accounting Kinds, Rules, Transaction Analysis, Journal, Ledger Balancing of Accounts, Trial Balance.
- CO3- Apply the types of Subsidiary books, Cash Book and Journal proper. Bank Reconciliation Statement.
- CO4- Analyze the Preparation of Profit & Loss Account and Balance Sheet (Vertical form).
- CO5- Evaluate the Differences between single entry and double entry systems.

## **MANAGEMENT PROCESS OUTCOMES:**

Students will be able to

- CO1- Remember the principles of Management and social responsibility of Management.
- CO2- Understand the importance of planning and various steps of decision making process.
- CO3- Apply the principles of organizing and nature, importance of Staffing.
- CO4- Analyze the various types of Motivation and principles of co-ordination.
- CO5- Evaluate the essentials of effective control system.

## **ORGANISATION BEHAVIOUR OUTCOMES:**

Students will be able to

- CO1- Remember the organizational behavior meaning, scope, application and emerging issues.
- CO2- Understand the meaning, determinants of personality, perception and attitude.
- CO3- Apply the principles of learning, steps and modification process.
- CO4- Analyze the meaning, types, functions of groups, group behavior.
- CO5- Evaluate the meaning, nature, pressure of work change, types of change and factors, meaning and types of organizational development.

## **QUANTITATIVE METHODS FOR BUSINESS-I OUTCOMES:**

Students will be able to

- CO1- Remember the basic concepts of Number System, LCM and HCF.
- CO2- Understand the Application of different methods of solving Simple, Linear and Simultaneous Equations.
- CO3- Apply the Application of formulae for calculating Arithmetic Mean and Geometric Mean.
- CO4- Assume the matrix operations and evaluate the determinants.
- CO5- Justify the Application of formulae to evaluate Commercial Arithmetic problems.

## **II SEMESTER BBA**

### **FINANCIAL ACCOUNTING OUTCOMES:**

Students will be able to

- CO1- Remember the policy for loss of stock calculation, treatment of salvage, average clause, computation of fire insurance claims.
- CO2- Understand meaning, terms in hire purchase, calculation of cash price, hire purchase price, interest, preparation of journal and ledger in the books of hire purchaser and hire vendor, meaning of instalment system and difference between hire purchase and instalment system.
- CO3- Apply the types of Subsidiary books, Cash Book and Journal proper. Bank Reconciliation Statement.
- CO4- Analyse the methods of calculation of purchase consideration, passing journal entries and preparation of ledger accounts in books of purchasing company and firm.
- CO5- Evaluate the meaning and types of shares, issue of shares, passing journal entries, preparation of ledger accounts and vertical balance sheet.

### **QUANTITATIVE METHODS FOR BUSINESS-II OUTCOMES:**

Students will be able to

- CO1- Remember the basic concepts and terms of Statistics, analyse the classification and tabulation of data.
- CO2- Understand the types of averages, graphic location of median and mode through Ogive curves and Histogram.
- CO3- Apply the Measures of Dispersion and Skewness.
- CO4- Analyze the correlation and regression analysis.
- CO5- Evaluate the Index Numbers.

## **PRODUCTION AND OPERATIONS MANAGEMENT**

Students will be able to

- CO1- Remember the meaning, classification, objectives, advantages and disadvantages of production and operations management.
- CO2- Understand the factors influencing the choice of a suitable plant location
- CO3- Apply the principles of material handling.
- CO4- Assume the steps in PPQC and describe the objectives of Time and Motion study.
- CO5- Determine the types of maintenance.



### **III SEMESTER BBA**

**CORPORATE ACCOUNTING OUTCOMES:** Students will be able to

- CO1- Remember the preparation of Company Final Accounts.
- CO2- Understand the preparation of Financial Statement Analysis.
- CO3- Apply the preparation of Valuation of Goodwill.
- CO4- Analyze the preparation of Valuation of Shares.
- CO5- Evaluate the preparation of Holding Company Accounts.

**CORPORATE ENVIRONMENT OUTCOMES:**

Students will be able to

- CO1- Remember the different stages involved in the formation of a company
- CO2- Demonstrate the various sources of raising the funds.
- CO3- Develop the different types of Meeting held at Joint Stock Company.
- CO4- Analyze the roles of Company secretary.
- CO5- Design the modes of winding up of companies.

**HUMAN RESOURCE MANAGEMENT OUTCOMES:**

Students will be able to

- CO1- Remember the Basic Function of Human resource and recent trends in HRM.
- CO2- Understand various steps involved in recruitment and selection process.
- CO3- Analysis the concept of training and methods of training.
- CO4- Analyze the concept of performance appraisal and compensation aspects.
- CO5- Evaluate the concept of Promotion and transfer along with types of transfers.

**BUSINESS ETHICS OUTCOMES:**

Students will be able to

- CO1- Remember the importance of Business Ethics
- CO2- Understand the concept of emotional honesty.
- CO3- Apply the relevance of following ethics in various fields such as Finance, Marketing etc.
- CO4- Analyze the impact of corporate culture and cross cultural issues in ethics
- CO5- Evaluate the Composition of organizational structure and the concept of corporate governance.

## **BUSINESS REGULATIONS OUTCOMES:**

Students will be able to

- CO1- Remember the Concepts, Scope of business law, Fundamental Rights, Duties and Directive Principles of State policy
- CO2- Understand the essentials of a valid contract, classification of contract, breach of contract and contract of sale, rights and duties of buyer and unpaid seller.
- CO3- Apply the Objectives of RTI, RTE and its salient features.
- CO4- Analyze the CCI, CAT, Consumer Redressed Agencies, Consumer Protection Councils.
- CO5- Appraise the features of FEMA, offences & Penalties, causes of ozone layer depletion, Powers of central government to protect environment in India

## **IV SEMESTER BBA**

### **BUSINESS RESEARCH METHODS OUTCOMES:**

Students will be able to

- CO1- Remember the types, scope of research, research methodology, steps involved in research.
- CO2- Understand the various methods of collecting the required research data.
- CO3- Apply the measurement techniques, motivational research techniques and selection of appropriate statistical techniques.
- CO4- Analyze tabulation of data, analysis of data, testing of hypothesis, ANOVA, Chi-Square.
- CO5- Evaluate types of reports, contents, bibliography.

### **BUSINESS REGULATIONS AND OPERATIONS OUTCOMES:**

Students will be able to

- CO1- Remember the roles, functions and credit creation of commercial banks.
- CO2- Understand the banker customer relationship, types of customers and account holders.
- CO3- Apply the different kinds of negotiable instruments, types of crossing and endorsements.
- CO4- Analyze duties and responsibilities and statutory protection to paying banker and collecting banker.
- CO5- Evaluate the sound principles of bank lending and different kinds of borrowing facilities.

### **COST ACCOUNTING OUTCOMES:**

Students will be able to

- CO1- Remember the scope of cost accounting and classification of cost, preparation of cost sheet.
- CO2- Understand the types of material cost involved and various inventory techniques involved in purchasing materials.
- CO3- Apply meaning and types of direct and indirect labour, labour turnover, methods of labour remuneration.
- CO4- Analyze the meaning and classification of overheads, control of overheads, apportionment, absorption and allocation of overheads.
- CO5- Evaluate the need and reasons for reconciliation of cost and financial accounts, preparation of reconciliation statement.

## **FINANCIAL MANAGEMENT OUTCOMES:**

Students will be able to

- CO1- Remember the meaning of finance, functions, financial management, role of financial manager, financial planning and its principles.
- CO2- Understand the future Value, Present Value, Doubling period, valuation of Bonds & Debentures, Preference Shares, Equity Shares.
- CO3- Apply Capital Structure, EBIT, EBT, EPS, Leverages, Capital Budgeting, payback period, rate of return, profitability index.
- CO4- Analyze the determinants of Dividend Policy, types of Dividends and provisions of Companies Act.
- CO5- Evaluate the working capital management, cash management, receivables management and inventory management.

## **MARKETING MANAGEMENT OUTCOMES:**

Students will be able to

- CO1- Remember the meaning, approaches, functions, recent trends in marketing.
- CO2- Understand the macro marketing environment factors.
- CO3- Apply the marketing mix, product mix, product pricing, channels of distribution.
- CO4- Analyze the market segmentation, consumer behavior and buying decision process.
- CO5- Evaluate the role customer relationship management and its roles with explaining the advantages and disadvantages.

## **SERVICES MANAGEMENT OUTCOMES:**

Students will be able to

- CO1- Remember the reasons for the growth of services
- CO2- Understand the 7Ps of service marketing mix.
- CO3- Apply the impact of Tourism.
- CO4- Analyze the Various types of insurance.
- CO5- Evaluate the extension services of hospitals.

## **V SEMESTER BBA**

### **ADVANCED FINANCIAL MANAGEMENT OUTCOMES:**

Students will be able to

- CO1- Remember the Various investment decisions and Risk Analysis, Types, Risk and Uncertainty and Techniques of Measuring Risks and Problems.
- CO2- Understand the Cost of Capital and Capital Structure and Significance of Cost Problems.
- CO3- Apply the Dividend theories, Types, Irrelevance Theory – MM Model. Relevance Theories - Walter Model - Gordon Model, Problems.
- CO4- Analyze the Planning and Forecasting of Working Capital, Concept and Determinants of Working Capital, Problems.

CO5- Evaluate the Corporate Valuation, DCF method, relative valuation method, net asset method, value based management. (Only concepts).

### **ADVERTISING AND MEDIA MANAGEMENT OUTCOMES:**

Students will be able to

CO1- Remember the concept of Advertising.

CO2- Understand the Advertising and Campaign planning.

CO3- Apply the art of copywriting, creative strategy and Advertising Budget

CO4- Analyze the Decision Making strategy followed by Media.

CO5-Evalaute the advertising effectiveness and organizing advertising functions

### **COMPUTER APPLICATION IN BUSINESS OUTCOMES:**

Students will be able to

CO1- Remember the Uses of Business information system.

CO2- Understand the Types of Information systems.

CO3- Apply the usage of MS-word and broad guidelines for formatting.

CO4- Analyze the various data models.

CO5- Evaluate the different types of database systems.

### **CONSUMER BEHAVIOR OUTCOMES:**

Students will be able to

CO1- Remember the recent trends in Consumer Behavior.

CO2- Understand the theories of consumer motivation.

CO3- Apply the role of family on consumer behavior.

CO4- Analyze the consumer decision making process.

CO5- Evaluate the reasons for the growth of consumerism in India.

### **ENTREPRENEURIAL MANAGEMENT OUTCOMES:**

Students will be able to

CO1- Remember the concept of entrepreneurship, entrepreneur and enterprise.

CO2- Understand the role and importance of entrepreneurship in the growth of country.

CO3- Apply the qualities of entrepreneur for sustainability and building suitable personality for enterprise.

CO4- Analyze the problems of venture.

CO5- Evaluate the different financial supports and sources for venture.

### **FINANCIAL MARKETS AND SERVICES OUTCOMES:**

Students will be able to

CO1- Remember the preparation of company final accounts.

CO2- Understand the preparation of various statements and reports.

CO3- Apply the valuation of goodwill and factors influencing the good will.

CO4- Analyze the valuation of shares and various method involved.

CO5 – Evaluate the preparation of consolidated balance sheet.

**INVESTMENT MANAGEMENT OUTCOMES:**

Students will be able to

CO1- Remember the nature, scope of investment management and its types of financial assets.

CO2- Understand the various types of analysis such as fundamental and Securities.

CO3- Apply the various concept related to portfolio management.

CO4- Analyses the different types of portfolio management strategies.

CO5- Evaluate the concept of Mutual Funds, Investors life cycle, Personal investment, Management of funds in banks, insurance companies, pension funds, International investing.

**MANAGEMENT ACCOUNTING OUTCOMES:** Students will be able to

CO1- Remember the Scope of Management Accounting and relationship between financial, Cost and Management accounting.

CO2- Understand the preparation of Trading and Profit & Loss Account and Balance Sheet with the help of Accounting Ratios.

CO3- Apply the valuation and Statement of Sources and Application of Funds.

CO4- Analyze the preparation of Cash Flow Statement according to AS-3

CO5- Evaluate the preparation of marginal costing and budgetary control.

**VI SEMESTER BBA**

**BRAND MANAGEMENT OUTCOMES:**

Students will be able to

CO1- Remember the types of products.

CO2- Understand the various product line decisions.

CO3- Apply the new product development process.

CO4- Analyze the reasons for failure of new products.

CO5- Evaluate the challenges and opportunities of branding.

**E-BUSINESS OUTCOMES:**

Students will be able to

CO1- Remember the concept of E-Commerce and history, types, comparison with traditional commerce, ecommerce business models and emerging trends.

CO2- Understand the security threats E-Commerce security, communication channels and web servers, policies and procedures.

CO3- Apply the e-payment systems and various types of it.

CO4- Analyze the various ecommerce marketing and branding strategies.

CO5- Evaluate the legal aspects of e business, internet frauds, and the governing cyber laws.

## **INTERNATIONAL BUSINESS OUTCOMES:**

Students will be able to

- CO1- Remember the meaning, definition, theories of International Business, Economic Theories, forms and nature of international business.
- CO2- Understand mode of entry, exporting, licensing, franchising, contract manufacturing, turnkey projects, FDI, mergers, acquisitions and Joint ventures.
- CO3- Apply globalization meaning, advantages and disadvantages, global companies, MNC, global companies, organizational transformations.
- CO4- Analyze information, sources, international marketing, information system and marketing research.
- CO5- Evaluate export trade, procedure, steps and documentation, EXIM trade, BOP, disequilibrium and measures for rectification, EXIM Trade institutions.

## **INTERNATIONAL FINANCE OUTCOMES:**

Students will be able to

- CO1- Remember the various issues involved in international business.
- CO2- Understand the foreign exchange market in detail.
- CO3- Apply the phenomenon of international financial markets.
- CO4 - Analyze IMF, International liquidity, SDR's, IBRD, IDA, international investment guarantee.

## **INCOME TAX OUTCOMES:**

Students will be able to

- CO1- Remember the basic concepts and terms of Income Tax, analyses the residential status of an Individual.
- CO2- Understand the income from salary.
- CO3- Apply the income from house property.
- CO4- Analyze the profits and gains from business and profession.
- CO5- Evaluate the capital gains, income from other sources and gross total income.

## **RETAIL MANAGEMENT OUTCOMES:**

Students will be able to

- CO1- Remember the functions, types of retail, retail theories, retail life cycle, retail in India & International.
- CO2- Understand the customer shopping behavior, retail planning process, create business plan and implement and analyses the associated risks.
- CO3- Apply the concept of store location, store designing, retail operations, stock management.
- CO4- Analyze the retail marketing mix, product, pricing, place, promotion.
- CO5- Evaluate and explain the retail, legal aspects, social issues and ethical issues in retailing.

## **STOCK AND COMMODITY MARKET OUTCOMES:**

Students will be able to

CO1- Remember the Stock markets, Commodity markets, placement and buy back of shares.

CO2- Understand on SEBI, functions, online trading.

CO3- Apply the Trading, Speculation, Brokers, NSDL, CSDL.

CO4- Analyze the Commodities Market, roles, functions and its types.

CO5- Evaluate the patterns, benefits of trading and commodity markets.

# BCA

## Program Outcomes (PO)

- PO1: Understand different computer terminology, fundamentals of computers with different peripherals (hardware & software) needed for a proper understanding of Computer Applications as a subject.
- PO2: Analyze, Code, debug and develop computer programs in the allied areas using algorithms and flowcharts in web design, data analytics etc. for efficient design of computer based systems.
- PO3: Apply domain knowledge and expertise for enhancing educational pursuits and research capability.
- PO4: Apply computing principles and Project Management in multidisciplinary environment.
- PO5: Utilize the knowledge of advance technologies for developing customized solutions thru start-ups and entrepreneurship.
- PO6: Develop a range of Software skills applicable for employment.

## Program Specific Outcomes (PSO)

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

- PSO1: Aspire for higher degrees and research work.
- PSO2: Attain Specialization in specific domains of Computer Applications.
- PSO3: Gain knowledge in Software Development in Information Technology Sectors.
- PSO4: Work for Banking, Insurance, software companies, Teaching and other services in Corporate and Government sectors.
- PSO5: Start up new business venture through Start-ups and as entrepreneurs in IT sector



## **Course Outcomes:**

### **SEMESTER – I**

#### **BCA 103T: PROBLEM SOLVING TECHNIQUES USING C**

At the completion of the course, the student will attain the ability to:

CO1: Remember the basics of Computer Programming Concepts using C Programming language.

CO2: Understand the concept of C character set, identifiers and keywords, variable different data types, operators and programming constructs.

CO3: Apply the concept of advanced topics like Arrays, Functions, Pointers, Structures, Unions and Dynamic Memory Allocations and File Handling in various programs

CO4: Analyze different types programs using Procedural method

#### **BCA 103P: C PROGRAMMING LAB**

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

CO1: Remember the basic computer concepts and programming principles of C language.

CO2: Understand C program concepts to solve simple mathematical and decision-making problems.

CO3: Apply C language concepts to solve engineering problems using looping constructs.

CO4: Analyze C programs to demonstrate the applications of derived data type such as arrays, pointers, strings and functions.

#### **BCA 104T: DIGITAL ELECTRONICS**

At the end of the course, a student will be able to:

CO1: Remember the fundamental knowledge of analog and digital electronics to get different types analog to digitalized signal and vice-versa converters in real world with different changing circumstances.

CO2: Understand the nomenclature and technology in the area of memory devices and apply the memory devices in different types of digital circuits for real world application.

CO3: Apply different types of with and without memory element digital electronic circuits for particular operation, within the realm of economic, performance, efficiency, user friendly and environmental constraints.

CO4: Analyze different types of digital electronic circuit using various mapping and logical tools and know the techniques to prepare the most simplified circuit using various mapping and mathematical methods.

### **BCA 104T: DIGITAL ELECTRONICS LAB**

After completion of the course students are expected to be able to:

CO1: Remember the basics of gates.

CO2: Understand basic combinational circuits and verify their functionalities

CO3: Analyze the design procedures to design basic sequential circuits, counters etc.

CO4: Evaluate the basic digital circuits and to verify their operation

### **BCA 105T: DISCRETE MATHEMATICS**

After completion of the course students are expected to be able to:

CO1: Remember logical propositions via truth tables.

CO2: Understand mathematical theorems using mathematical induction.

CO3: Analyze properties of relations, identify equivalence and partial order relations, sketch relations.

CO4: Apply concepts of graphs, digraphs and trees, and identify their main properties.

CO5: Evaluate combinations and permutations on sets.

### **BCA FDC: INDIAN CONSTITUTION**

After completion of the course students are expected to be able to:

CO1: Remember the fundamental rights and fundamental duties of the Indian Citizen to instill morality, social values, honesty, dignity of life and their social Responsibilities.

CO2: Understand the surroundings, society, social problems and their suitable solutions while keeping rights and duties in mind.

CO3: Apply the distribution of powers and functions of Local Self Government.

CO4: Analyze the National Emergency, Financial Emergency on Economy of the country.

## **SEMESTER – II**

### **BCA 204T: DATABASE MANAGEMENT SYSTEM**

After the completion of the course, the student will attain the ability to:

CO1: Remember the fundamental concept of Relational Database Management System using relational data model, entity-relationship model, relational database design and relational algebra.

CO2: Understand ER-Models to represent simple database application scenarios and convert them into relational tables.

CO3: Analyze SQL commands as a tool for Database Management.

CO4: Evaluate and execute queries for information storage and retrieval using SQL.

### **BCA 204P: DBMS LAB**

After the completion of the course, the student will attain the ability to:

CO1: Remember relational database concepts and design.

CO2: Understand design principles including the E-R method and Normalization approach for logical design of databases.

CO3: Analyze the various SQL queries for information storage and retrieval.

CO4: Evaluate PL/SQL blocks using Procedures, Packages and Triggers, Views, Cursors etc.

### **BCA203T: DATA STRUCTURES**

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

CO1: Remember to implement Arrays and various operations on arrays.

CO2: Understand how to implement Stacks and Queues and various operations on them.

CO3: Analyze the concept of Linked List, queues etc.,

CO4: Apply concept of various types of trees.

CO5: Evaluate the searching and sorting techniques along with their complexity.

### **BCA203P: DATA STRUCTURES LAB**

At the end of this lab session, the student will

CO1: Remember the design and analysis the time and space efficiency of the data structure

CO2: Understand to identify appropriate data structure for a given problem

CO3: Apply practical knowledge on the applications of data structures

### **BCA205T: NUMERICAL AND STATISTICAL METHODS**

After the completion of the course, the student will attain the ability to:

CO1: Remember numerical methods for numerical analysis.

CO2: Understand to implement numerical methods using a computer.

CO3: Analyze and trace errors in Numerical methods and analyses and predict it.

CO4: Apply them to application of Statistical methods.

CO5: Evaluate the numerical methods used for different applications

### **FDC: ENVIRONMENTAL SCIENCE**

After completion of the course, the student will Understand

CO1: Remember the Multidisciplinary nature of environmental studies.

CO2: Understand the types of natural resources and environmental pollution.

CO3: Analyze the anomalies created due to haphazard population growth and its impact.

## **SEMESTER – III**

### **BCA 303T: OBJECT ORIENTED PROGRAMMING USING C++**

After competing this course, you will be able to:

CO1: Remember the concepts of Object-Oriented Programming concepts

CO2: Understand tokens, expressions, and control structures

CO3: Analyze arrays, strings and create programs using them

CO4: Apply the evaluate exception handling.

### **BCA 304T: FINANCIAL ACCOUNTING AND MANAGEMENT**

After competing this course, you will be able to:

CO1: Remember the events that need to be recorded in the accounting records

CO2: Understand the skill of recording financial transactions and preparation of reports

CO3: Analyze the reasons for the difference between cash book and pass book balances

CO4: Evaluate the useful life and value of the depreciable assets

### **BCA 305: OPERATING SYSTEM**

At the completion of the course, the student will attain the ability to:

CO1: Remember the Role of System Software (Operating System) in Computers.

CO2: Understand the important Computer System resources and the Role of OS in their management policies.

CO3: Analyze different types of Operating Systems (DOS, Windows, UNIX).

CO4: Apply Shell Script concepts in Linux.

### **BCA 303T: C++ LAB**

After competing this course, you will be able to:

CO1: Remember the object-oriented concepts and how they are supported by C++

CO2: Understand the implementation issues related to object-oriented techniques.

CO3: Analyze the ability of functions, classes, and overload operators.

CO4: Apply inheritance and Pointers concepts when using classes and templates.

CO5: Evaluate the use Exception handling and file handling mechanisms.

### **BCA 303T: TALLY LAB**

After competing this course, you will be able to:

CO1: Remember the accounting transactions and financial results in computerized format.

CO2: Understand the skill of financial decision making in a systemized manner.

CO3: Analyze the financial statements as well as evaluation of stock at the end.

## **FDC: CULTURE DIVERSITY AND SOCIETY**

After completing this course, you will be able to:

CO1: Remember the concepts of culture, ethnicity, race, racism, stereotype etc.,

CO2: Understand intragroup differences within a culture and intergroup differences between two cultures.

CO3: Analyze the culturally related concepts such as cultural relativism, cultural universalism etc.,

CO4: Apply the understanding of the phenomena that occur when cultures come into contact.

## **SEMESTER – IV**

### **BCA 403T: VISUAL PROGRAMMING**

At the end of this lab session, the student will

CO1: Remember basic skills in utilizing the tools of a Visual Basic environment such as menus and toolbars.

CO2: Understand variables, constants, arithmetic operations and various control structures.

CO3: Analyze visual programs by using Visual Basic work environment by composing functions and databases.

CO4: Apply the skills in writing Visual C++ programs such as input/output operations, visual basic controls and file handling.

CO5: Evaluate projects in visual programming, ~~like~~ other applications and databases.

### **BCA 404T: UNIX SHELL PROGRAMMING**

After the completion of the course, the student will attain the ability to:

CO1: Remember the basic concepts of UNIX Architecture, basic commands, data structures and processes.

CO2: Understand the different types of disk management techniques, tools and utilities, storage facilities and Unix command system.

CO3: Analyze the visual editor and various editing methods.

CO4: Apply the concepts of conditional statements, iterations in writing programs.

CO5: Evaluate the communication utilities of Unix, Administration and maintenance tools.

### **BCA 405T: OPERATIONS RESEARCH**

After the completion of the course, the student will attain the ability to:

CO1: Remember real-world problems, linear programming method and providing graphical solutions.

CO2: Understand linear programming problems like the transportation problem and methods to find optimal solutions.

CO3: Analyze principles and values of games and understand strategies for games.

CO4: Apply assignment algorithm to solve real world problems.

### **BCA 403P: VISUAL BASIC LAB**

At the end of this lab session, the student will

- CO1: Remember the layout and user interface and learn tools for developing programs.
- CO2: Understand the logic of writing VB programs and commands and functions.
- CO3: Analyze small programs and demonstrate its flexibility.
- CO4: Apply the knowledge and develop menu driven applications similar to real world problems.
- CO5: Evaluate the use of communication utilities of VB to communicate with libraries and linking with other applications.

### **BCA 404P: UNIX SHELL PROGRAMMING LAB**

After the completion of the course, the student will attain the ability to:

- CO1: Remember the basic UNIX commands.
- CO2: Understand shell commands to use with UNIX.
- CO3: Analyze the visual editor and learn to write shell programs.
- CO4: Apply the concepts and write and develop real world applications.

### **SDC: PERSONALITY DEVELOPMENT**

After the completion of the course, the student will attain the ability to:

- CO1: Remember the relationship between curricular and co-curricular experiences as a determinate of student success.
- CO2: Understand and improve upon personal leadership strengths and weaknesses.
- CO3: Analyze the skills of problem solving, conflict management and resolution.
- CO4: Apply the social responsibility and understand and frameworks for ethical decision-making.

### **SEMESTER – V**

#### **BCA 501T: DATA COMMUNICATION AND NETWORKS**

At the completion of the course, the student will attain the ability to:

- CO1: Remember the structure of Data Communications System and its components.
- CO2: Understand various Networking protocols and their functions, Multiplexing, Switching Techniques, IP Addressing etc.,
- CO3: Analyze different Transmission media, Flow control and Error Detection Techniques.
- CO4: Evaluate the concepts of Network models (OSI and the TCP - IP Reference models), their functions of OSI Layers and different Protocols used in these Model.

## **BCA 502T : SOFTWARE ENGINEERING**

After the completion of the course, the student will attain the ability to:

- CO1: Remember the basics of software – its characteristics, SRS and its components.
- CO2: Understand the fundamental difference between software process models & techniques to construct larger, and more complex software systems.
- CO3: Analyze Software Testing for good Software Quality Assurance.
- CO4: Apply software engineering concepts to design, develop and maintain the software.

## **BCA 503T : COMPUTER ARCHITECTURE**

At the completion of the course, the student will attain the ability to:

- CO1: Remember the different Number systems, Logic Gates, Basics of Boolean Algebra.
- CO2: Understand different Combinational and Sequential Circuits, flip – flops etc.
- CO3: Analyze the design and structure of Central Processing Unit and Memory.
- CO4: Evaluate the design of Modern processors, Memories and I/Os.

## **BCA 504T : JAVA PROGRAMMING**

After the completion of the course, the student will attain the ability to:

- CO1: Remember the fundamental concepts and features of Java Programming language.
- CO2: Understand Object Oriented Programming Concepts (class, constructor, overloading, inheritance, overriding).
- CO3: Analyze Multithreading concepts and Exception Handling in Java.
- CO4: Apply Packages and Interfaces in a Java programs and develop graphical user interface applications and Web based applications.

## **BCA 505T : MICROPROCESSOR AND ASSEMBLY LANGUAGE**

After the completion of the course, the student will attain the ability to:

- CO1: Remember the ‘architecture’ or program design to apply to a particular situation; e.g. an interrupt-driven I/O handler for a responsive real-time machine.
- CO2: Understand and be able to design and build the necessary assembly language programs using various 8085 instructions.
- CO3: Analyze and predict the effects on the overall performance of a system.
- CO4: Apply various addressing modes and instruction set of 8085 microprocessors in programs.
- CO5: Evaluate types of interrupts, counters, timing delays etc.,

## **BCA 504P: JAVA LAB**

After the completion of this course, students will be able to

- CO1: Remember the programming language concepts of Java and object-oriented concepts.
- CO2: Understand the well-structured Java applications of Java.
- CO3: Analyze the Java classes from specifications and effectively create and use objects from predefined class libraries
- CO4: Apply decisions and iteration control structures to implement algorithms.
- CO5: Evaluate the interfaces, inheritance, and polymorphism as programming techniques.

## **BCA 505P: ALP LAB**

After the completion of this course, students will be able to

- CO1: Remember the Design of 8085 microprocessors.
- CO2: Understand and implement programs on 8086 microprocessors.
- CO3: Analyze the design interfacing circuits with 8085
- CO4: Apply design and implement microcontroller based systems.
- CO5: Evaluate the concepts related to I/O and memory interfacing

## **SDC: BANKING AND FINANCE**

After the completion of the course, the student will attain the ability to:

- CO1: Remember the nature and purpose of financial statements in Relationship to decision making.
- CO2: Understand the effect of business transactions on an organization's accounting records and financial statements.
- CO3: Analyze the ability to use a basic accounting system to create (record, classify, and summarize) the data needed to solve a variety of business problems.
- CO4: Apply the ability to use accounting concepts, principles, and frameworks to analyze and effectively communicate information to a variety of audiences.
- CO5: Evaluate the ability to use accounting information to solve a variety of business problems.

## **SEMESTER – VI**

### **BCA 601T: THEORY OF COMPUTATION**

After the completion of the course, the student will attain the ability to:

- CO1: Remember the basic concepts and applications of Theory of Computation.
- CO2: Understand Mathematical foundations, algorithmic principles and computer science theory to model and design computer-based systems.
- CO3: Analyze the computational mathematics in the field of Computer Applications.
- CO4: Apply and comprehend formal reasoning about languages



## **BCA 602T: SYSTEM PROGRAMMING**

After the completion of the course, the student will attain the ability to:

- CO1: Remember the basics of system programs like editors, compiler, assembler, linker etc.,
- CO2: Understand the various concepts of assemblers and microprocessors.
- CO3: Analyze the various types and concepts of Macros and their usage.
- CO4: Apply linkers and loaders create an executable program from an object module created by assembler and compiler.
- CO5: Evaluate the various phases of compiler.

## **BCA 603T: CRYPTOGRAPHY, NETWORK SECURITY**

After the completion of the course, the student will attain the ability to:

- CO1: Remember different types of Cyber Threats and Cyber Crimes.
- CO2: Understand Internet Security Architecture, Security Services and Security Mechanisms.
- CO3: Analyze important Cyber Laws.
- CO4: Evaluate the implementation of various Security Mechanisms for preventing Cyber-attacks.

## **BCA 604T: WEB PROGRAMMING**

After the completion of the course, the student will attain the ability to:

- CO1: Remember the basic concepts of web programming
- CO2: Understand well-structured, easily maintained, standards-compliant, web pages using HTML and CSS code.
- CO3: Analyze JavaScript to add dynamic content to pages that meet specific needs.
- CO4: Apply techniques of form validation using Java Script.
- CO5: Evaluate important concepts related to client side Web Security.

## **BCA 604P: WP LAB**

After the completion of the course, the student will attain the ability to:

- CO1: Remember the concepts of HTML5, JavaScript, XML, and develop programs.
- CO2: Understand the web pages using HTML, DHTML and Cascading Styles Sheets.
- CO3: Analyze dynamic web pages.
- CO4: Apply and build web projects and services.

## **BCA DSE605P : PROJECT**

After the completion of the course, the student will attain the ability to:

- CO1: Remember projects with clearly identified scope and requirements.
- CO2: Understand the practical implementation of Software Development Life Cycle.
- CO3: Analyze the programming concepts and principles & use latest computing tools for Software Development.
- CO4: Evaluate team building capacity and work ethics for successful project development and management.

## **SDC: COMPUTER APPLICATIONS AND INFORMATION TECHNOLOGY**

After the completion of the course, the student will attain the ability to:

- CO1: Remember the basic components, structure and functions of a Computer System
- CO2: Understand the types of Software, Hardware and Peripherals of computer system
- CO3: Analyze the functions of Operating systems and Programming languages



A handwritten signature in blue ink, consisting of stylized initials and a surname.

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