

Department: PG Department of Commerce and Management

(ODD SEMESTER)

B. Com (Regular)

Program Outcomes (PO) for B. Com

PO No.	Upon Completion of the B. Com Degree Programme, the graduates will be able to:
PO.1	• This program could provide Industries, Banking Sectors, Insurance Companies, Financing companies, Transport Agencies, warehousing etc., well trained professionals to meet the requirements.
PO.2	• After completing graduation, students can get skills regarding various aspects like Marketing Manager, Selling Manager, over all Administration abilities of the Company.
PO.3	• Capability of the students to make decisions at personal & professional level will increase after completion of this course.
PO.4	• Students can independently start up their own business.
PO.5	• Students can get thorough knowledge of finance and commerce.
PO.6	• The knowledge of different specializations in accounting, costing, banking, and finance with the practical exposure helps the students to stand in organization.

Program Specific Outcomes (PSO) for B. Com

PSO No.	Upon Completion of the B. Com Degree Programme, the graduates will be able to:
PSO. 1	• Understand the concepts, principles and practices involved in undertaking business ventures.
PSO. 2	• Develop financial, cost, auditing, entrepreneurial, marketing, and managerial skills.
PSO. 3	• Understand the legal guidelines relating to the business activities.
PSO. 4	• Gain expertise and exhibit professionalism in Business Accounting, Income Tax assessment and GST calculations.
PSO. 5	• Acquire and apply ICT skills in business operations.
PSO. 6	• Be an expert in business correspondence and effective in communication.

Course outcomes (ODD SEMESTER)

Name of Class: B. Com (Sem.- 1st)

Course/Paper Name: FINANCIAL ACCOUNTING WITH GST (BCG-103) (only For FA)

After completion of the course the students would be able to-

CO.1	Understanding of Accounting Principles
CO.2	Ability to analyze and interpret financial statements
CO.3	Knowledge about Accounting Standards and IFRS
CO.4	Ability to prepare Final Accounts
CO.5	Knowledge about preparation of Branch and Departmental Accounts

Name of Class: B. Com (Sem.- 1st)

Course/Paper Name: BUSINESS COMMUNICATION (BCG-105)

After completion of the course the students would be able to-

CO.1	Equips the students to learn the principles of effective communication so that they can communicate with confidence in the corporate world.
CO.2	Learns about developing and delivering presentation in effective manner.
CO.3	Demonstrate ability to interpret texts and observe the rules of good writing.
CO.4	Acquires the knowledge about resume writing, curriculars and memo writing
CO.5	The Course is designed to enhance vocabulary skills and make students fluent, thereby improving receptive and expressive skills which will help them in professional environment.

Name of Class: B. Com (Sem.- 1st)

Course/Paper Name: FINANCIAL ACCOUNTING WITH TALLY (BCG-103)

After completion of the course the students would be able to-

CO.1	Students learn about Depreciation Accounting
CO.2	Students learn how to do Hire Purchase Accounting
CO.3	Detailed understanding Partnership Accounts from admission to dissolution
CO.4	Proficiency in of Tally ERP9
CO.5	Students can make accounts on computers

Name of Class: B. Com (Sem.- 1st)

Course/Paper Name: BUSINESS ORGANIZATION (BCG-104)

After completion of the course the students would be able to-

CO.1	Meaning and importance of business organization.
CO.2	Social Responsibilities of Business – its approaches, levels arguments in favor and against and Business Ethics.
CO.3	Forms of Business organization and details about Sole Trader, Partnership, Joint Hindu Family, Joint Stock Companies, Co–Operative Societies, Public Utilities and Public Enterprises.
CO.4	Stock Exchange –Function – Types – Working – Regulation of Stock Exchange in India.
CO.5	Location of industry –factors influencing location, size of industry, optimum firm – advantages of large – scale operation – limitation of small-scale operation.

Name of Class: B. Com (Sem.- 3rd)

Course/Paper Name: FINANCIAL MANAGEMENT (BCG-305)

After completion of the course the students would be able to-

CO.1	The students shall be able to understand the importance of finance and its management from decision making point of view.
CO.2	It shall help the students to make financial planning for corporate entity both for long term as well as short term.
CO.3	It shall help in understanding the concept of cost of capital and how weighted average and marginal cost of capital are helpful in formulating financial strategies
CO.4	It shall help the students in understanding the difference between capital structure, financial structure, and capitalisation for taking financial decisions.
CO.5	The students shall be able to understand-the trade-off between retention of profits and distribution of profits. (dividend decision making)
CO.6	The students shall acquaint themselves with the concept of leverage and its impact on Earnings Per Share (EPS)
CO.7	The students shall recognise and use different methods of Capital Budgeting.
CO.8	The students shall be able to take short term financing decisions I've Working Capital Management (management of cash inventories and receivables.

Name of Class: B. Com (Sem.- 3rd)

Course/Paper Name: CORPORATE ACCOUNTING (BCG-303)

After completion of the course the students would be able to-

CO.1	Understand the concept of company, types of shares, Debentures, and the process of issue of shares and Debentures and their Redemption
CO.2	Acquire the knowledge of preparation of final accounts of the companies.
CO.3	Calibrate the procedure involved in Amalgamation and Absorption of companies
CO.4	Construct the final accounts of banking companies and understand the meaning of Non-Performing Assets.
CO.5	Construct the final accounts of life insurance companies and General insurance companies.

Name of Class: B. Com (Sem.- 3rd)

Course/Paper Name: COMPANY LAW (BCG-304)

After completion of the course the students would be able to-

CO.1	Explain the concepts in formation and incorporation of co. under Companies Act 2013
CO.2	Awareness of the statutory requirements in relation to MOA, AOA, and Prospectus.
CO.3	Understanding about type of directors and their responsibilities.
CO.4	Basic knowledge about Administration of Company Laws with brief explanation of various emerging concepts under Companies Act 2013

Name of Class: B. Com (Sem.- 3rd)

Course/Paper Name: INTERNATIONAL BUSINESS (BCG-306)

After completion of the course the students would be able to-

CO.1	Explain business expansion abroad and key issues related to their operations in other countries.
CO.2	Compare and contrast cultures and societies globally using socioeconomic and cultural frameworks.
CO.3	Develop an entry strategy into other markets recognizing the nature of institutions and forces governing the process of globalization.
CO.4	Learns about the trade of goods and services, capital, knowledge, and technology across borders on a global scale.

Name of Class: B. Com (Sem.- 3rd)

Course/Paper Name: BUSINESS ENVIRONMENT (BCG-307)

After completion of the course the students would be able to-

CO.1	Indian Business Environment: Concept, components, and importance Economic Trends (overview): Income; Savings and investment; Industry; Trade and balance of payments, Money; Finance; Prices.
CO.2	Problems of Growth: Unemployment; Poverty; Regional imbalances; Social injustice; Inflation; Parallel economy; Industrial sickness.
CO.3	Role of Government: Monetary and fiscal policy; Industrial policy; Industrial licensing, Privatization; Devaluation; Export–Import policy; Regulation of foreign investment.
CO.4	Deficit Financing and its implications for the Indian Economy
CO.5	Analysis of current year’s Annual Budget. Economic Planning in India: Objectives, Strategies and Priorities of old Five-Year Plan: Major policies; Resource allocation and current setup working of NITI AAYOG.
CO.6	Salient Features of FEMA, Competition Act. Strategies & Priorities of current Foreign Trade Policy, Exim Policy during the post reforms in India.
CO.7	Consumer Rights and Consumerism: Role of Consumer Groups with special reference to India; Consumer Protection Act, 1986 and 2019

Name of Class: B. Com (Sem.- 3rd)

Course/Paper Name: BANKING AND FINANCIAL MANAGEMENT (Hons.)

After completion of the course the students would be able to-

CO.1	Analyze nature of Banking Service Operations and management in banking.
CO.2	Evaluate marketing of banking services and risk management strategies.
CO.3	To understand the knowledge of banking sector in India, Money Supply, Money Creation.
CO.4	To understand the dynamics of Indian Banking Sector.
CO.5	To integrate technical and conceptual knowledge interpersonal skills to work effectively within financial service industry.

Name of Class: B. Com (Sem.- 5th)

Course/Paper Name: BANKING SERVICES MANAGEMENT (BCG-521)

After completion of the course the students would be able to-

CO.1	Knowledge related to banking industry
CO.2	Know about the functions of banks, banking operations and regulations
CO.3	Students learn about various negotiable instruments and their working
CO.4	Students also get Knowledge about the role of technology in banking
CO.5	The course also gives Knowledge about ethical and emerging trends in banking

Name of Class: B. Com (Sem.- 5th)

Course/Paper Name: MANAGEMENT ACCOUNTING AND BUSINESS FINANCE (BCG-503)

After completion of the course the students would be able to-

CO.1	Grasp how to interpret and use financial information.
CO.2	Learn methods to analyse and control costs within a business.
CO.3	Develop skills in creating budgets and predicting financial outcomes.
CO.4	Understand how to assess a company's performance using financial data.
CO.5	Learn how to use accounting information to make informed business decisions.

Name of Class: B. Com (Sem.- 5th)

Course/Paper Name: AUDITING (BCG-603)

After completion of the course the students would be able to-

CO.1	Get a clear understanding of the various auditing methodologies.
CO.2	Grasp of what auditing is and what the current trends are like: management audit, tax audit, energy audit, environmental audit, and social audit.
CO.3	Gain understanding of basic concepts of auditing including internal control, check and audit, vouching and verification of transactions and valuation and verification of assets and liabilities.
CO.4	Students will gain fundamental understanding on how an audit report is prepared and types of audit report.
CO.5	They will find out errors and frauds in the financial statements of the companies.

Name of Class: B. Com (Sem.- 5th)

Course/Paper Name: INSURANCE SERVICES MANAGEMENT (BCG-522)

After completion of the course the students would be able to-

CO.1	Insurance Organization and Management, Organization forms in Life and Health Insurance,
CO.2	Organizational structure and Life insurers management and Office administration
CO.3	Insurance documentation, Proposal forms, Policies contracts, Premium receipts –

	Endorsement – Renewals and Publicity
CO.4	Role of Insurance Intermediaries in Emerging Markets
CO.5	Agency Regulation
CO.6	Agency commission structures – Functions of an agent.
CO.7	Prerequisites and Training procedures for becoming an agent, Remuneration, and other benefits

Name of Class: B. Com (Sem.- 5th)

Course/Paper Name: ACCOUNTING FOR BANKERS

After completion of the course the students would be able to-

CO.1	To understand basic concept of banks and functions of commercial banks.
CO.2	To evaluate different types of performance measurement systems in accounting and commonly used financial control systems.
CO.3	To demonstrate knowledge of accounting of banking institutions, concepts, and techniques.
CO.4	Demonstrate knowledge of financial accounting concept and techniques.
CO.5	Make sound financial decisions in real world settings.
CO.6	To encourage professional, ethical code of professional practice.

Name of Class: B. Com (Sem.- 5th)

Course/Paper Name: DIRECT TAX LAW (BCG–504)

After completion of the course the students would be able to-

CO.1	Understand the basics concepts and definitions of Income Tax.
CO.2	Compute income from House Property.
CO.3	Illustrate the calculation of Salary Income.
CO.4	Analyze difference between Long- term Capital Gain and Short-Term Capital Gain, Exemption under head Capital Gain and computation of tax on long- and short-term Capital Gain.
CO.5	Illustrate the calculation of Income from Other Sources.
CO.6	Understand and calculate various deductions available to assesses under Section 80 C to 80 U.
CO.7	Understand the rates of TDS in computation of income.
CO.8	Compute total taxable income and tax liability of an individual.

B. Com (FS)

Program Outcomes (PO) for B. Com (FS)

PO No.	Upon Completion of the B. Com (FS) Degree Programme, the graduates will be able to:
PO.1	• Ability to understand practical applications of investment and portfolio theories.
PO.2	• Development of skills required to act as financial analyst or consultant having thorough

	knowledge of financial analysis, risk management, portfolio theory and insurance etc.
PO.3	• Equip the students with required proficiency to enable them to work in banks and insurance companies.

Program Specific Outcomes (PSO) for B. Com (FS)

PSO No.	Upon Completion of the B. Com Degree Programme, the graduates will be able to:
PSO. 1	• To impart knowledge regarding the components of Indian Financial System.
PSO. 2	• To provide in depth understanding of different avenues of financial system viz. capital markets, banking, insurance, mutual funds & other related services.
PSO. 3	• To enable the students to understand the role & functioning of regulatory bodies in financial sector.
PSO. 4	• To equip the students with skills required to operate in competitive environment in the service sector.

Course outcomes (ODD SEMESTER)

Name of Class: B. Com (FS) (Sem.- 1st)

Course/Paper Name: BUSINESS ORGANIZATION AND MANAGEMENT (**Paper-V**)

After completion of the course the students would be able to-

CO.1	Understand different forms of business organizations.
CO.2	Describe the Social Responsibility of Business towards the society.
CO.3	Recognize, discuss, and demonstrate concepts, techniques, and decision tools available to manage business concerns.
CO.4	Apply human resource management principles and law to evaluate human resource initiatives and manage an organization's human capital.
CO.5	To develop some of these essential business management skills in learner include critical and strategic thinking, communication, problem-solving, organization, presenting, reporting, leadership, project management.

Name of Class: B. Com (FS) (Sem.- 1st)

Course/Paper Name: FINANCIAL ACCOUNTING WITH TALLY (**Paper-III**)

After completion of the course the students would be able to-

CO.1	To help with preparing financial statements in accordance with appropriate standards. And to interpret the business implications of financial statement information.
CO.2	To Employ critical thinking skills to analyze financial data as well as the effects of differing financial accounting methods on the financial statements.
CO.3	To effectively define the needs of the various users of accounting data and demonstrate the ability to communicate such data effectively, as well as the ability to provide knowledgeable recommendations.
CO.4	To enable students to understand and work with an accounting software Tally with GST
CO.5	To increase the employability of students in accounting and finance with knowledge of

	Tally.
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Name of Class: B. Com (FS) (Sem.- 3rd)

Course/Paper Name: COST ACCOUNTING (Paper-I)

After completion of the course the students would be able to-

CO.1	Comprehensive Understanding of Cost Concepts.
CO.2	Knowledge of budgeting and budgetary control.
CO.3	Knowledge of techniques of decision making.
CO.4	Know about how cost data contributes to strategic planning.
CO.5	Proficiency in analysing and allocating costs using different costing.

Name of Class: B. Com (FS) (Sem.- 3rd)

Course/Paper Name: CONTEMPORARY ACCOUNTING (Paper-III)

After completion of the course the students would be able to-

CO.1	Evaluate issues arising from the use of financial accounting data and management accounting like corporate reporting, web-based reporting, economic value added (EVA) and value added.
CO.2	As a capstone this course will enhance students' understanding of the nature and development of accounting through study of contemporary issues like: Social Accounting, human resource accounting, price level accounting.
CO.3	Apply critical and reflective thinking to various Indian Accounting Standards including Leases, Intangible Assets, Earning Per Share.

Name of Class: B. Com (FS) (Sem.- 3rd)

Course/Paper Name: BANKING LAWS & PRACTICES (Paper-IV)

After completion of the course the students would be able to-

CO.1	Central Bank- Role, Objectives and Functions. Reserve Bank of India, Techniques of credit control by RBI.
CO.2	Credit Creation and its process
CO.3	Negotiable Instrument- Cheques, bills of exchange, promissory note, and drafts. Endorsement and its types.
CO.4	Payment and Collection of Cheques- duties and responsibilities of paying and collecting banker. Protection available to paying and collecting banker under negotiable instrument Act.
CO.5	Non- performing assets and its provisioning norms and Capital adequacy.
CO.6	Financial Inclusion- Concept, Importance, and present status.
CO.7	Demonetization- Concept and impact on Indian banking sector.

Name of Class: B. Com (FS) (Sem.- 3rd)

Course/Paper Name: GOODS AND SERVICE TAX (**Paper-VI**)

After completion of the course the students would be able to-

CO.1	Understand the basics concepts and definitions of Goods and Service Tax and Components of GST and what was the need to introduce GST.
CO.2	Understand whether a person is liable for registration under GST or not based on Aggregate Turnover.
CO.3	Understand the procedure for registration under GST and How to get GSTN to start a new business.
CO.4	Understand the Composition Scheme available for small scale traders and when a small trader cannot opt for that scheme.
CO.5	Understand the procedure for E-Payment of GST.
CO.6	Understand the procedure of applying E-Way bill whenever there is movement of Goods above Rs 50,000 from one place to another.
CO.7	Understand the procedure for E-Payment of GST.
CO.8	Understand the procedure of applying E-Way bill whenever there is movement of Goods above Rs 50,000 from one place to another.
CO.9	Understand the procedure for E-Payment of GST.

Name of Class: B. Com (FS) (Sem.- 3rd)

Course/Paper Name: FINANCIAL MARKET OPERATION (**Paper-II**)

After completion of the course the students would be able to-

CO.1	Understand the role and importance of the Indian financial market.
CO.2	Demonstrate a working knowledge of financial terms and concepts.
CO.3	Analyze how financial markets and instruments operate and how they can be used to achieve economic objectives.
CO.4	Understand and critically engage in profits and risks faced by investors and strategies to control these profits and risks.
CO.5	Demonstrate the ability to think independently, reflectively, and analytically for work in regulating the financial sector, financial institutions, or various areas of government.
CO.6	Understand and analyze the mechanics and regulation of financial instruments and determine how the value of stocks, bonds, and securities are calculated.
CO.7	Evaluate empirical evidence of the market performance and accordingly the role of regulatory authorities to develop the financial market.

Name of Class: B. Com (FS) (Sem.- 5th)

Course/Paper Name: MARKETING OF FINANCIAL SERVICES (**Paper-V**)

After completion of the course the students would be able to-

CO.1	Describe a financial service organization's marketing-critical internal and external
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	environments.
CO.2	Apply marketing theories, models, and/or frameworks appropriate to a financial service organization's marketing environment.
CO.3	Analyze the financial services industry marketing environment using extant theories and frameworks for both empirical and theoretical insights.
CO.4	Create marketing strategies in a financial services industry setting based on relevant empirical and theoretical analytical insights.
CO.5	Generate differentiated value propositions for a financial services organization based on appropriate theories, models, and/or framework.
CO.6	Defend both verbally and in written forms, strategies, or strategic alternatives to facilitate organizational marketing decision-making and problem-solving in the financial services sector.

Name of Class: B. Com (FS) (Sem.- 5th)

Course/Paper Name: FOREIGN TRADE (Paper-VI)

After completion of the course the students would be able to-

CO.1	Know about the importance of foreign trade and understand the relevance of BOP and its composition.
CO.2	Understand the modes of entry into foreign trade.
CO.3	Gain insights into international trade agreements.
CO.4	Recognise the relevance of SEZ and EOUs in foreign trade.
CO.5	Explore the relevance of protectionist policy and free trade policy in foreign trade.

Name of Class: B. Com (FS) (Sem.- 5th)

Course/Paper Name: E-COMMERCE AND E-REPORTING (Paper-IV)

After completion of the course the students would be able to-

CO.1	Students will have developed a system of report writing that will consistently allow them to document and record events for which they are required to provide written documentation.
CO.2	Impart the students with higher level knowledge and understanding of contemporary trends in e-commerce and business finance.
CO.3	To provide adequate knowledge and understanding about E-Commerce practices to the students.
CO.4	Learners will be able to recognize features and roles of businessmen, entrepreneur, managers, consultant, which will help learners to possess knowledge and other soft skills and to react aptly when confronted with critical decision making.
CO.5	Students will be capable of writing e-reports that are simple, easy to read, and easy to follow.

Name of Class: B. Com (FS) (Sem.- 5th)

Course/Paper Name: OPERATION RESEARCH (Paper-II)

After completion of the course the students would be able to-

CO.1	It helps the students to make better decisions in complex scenarios by the application of a
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	set of advanced analytical methods.
CO.2	Solve linear programming problems using appropriate techniques and optimization solvers, interpret the results obtained.
CO.3	Determine optimal strategy for Minimization of Cost of shipping of products from source to Destination/ Maximization of profits of shipping products using various methods, Finding initial basic feasible and optimal solution of the Transportation problems.
CO.4	Optimize the allocation of resources to Demand points in the best possible way using various techniques and minimize the cost or time of completion of number of jobs by number of persons.
CO.5	Model competitive real-world phenomena using concepts from game theory. Analyze pure and mixed strategy games.
CO.6	Provides students with analytical skills that are necessary for the understanding of inventory management knowledge and Principles.

Name of Class: B. Com (FS) (Sem.- 5th)

Course/Paper Name: INCOME TAX LAW- I (Paper-III)

After completion of the course the students would be able to-

CO.1	Understand the basics concepts and definitions of Income Tax.
CO.2	Able to calculate the residential status of an individual, H.U.F, Firm, A.O.P/B.O. I, Local Authority and Company.
CO.3	Able to calculate the residential status of an individual, H.U.F, Firm, A.O.P/B.O. I, Local Authority and Company.
CO.4	Illustrate the calculation of Salary Income.
CO.5	Analyze difference between Long- term Capital Gain and Short-Term Capital Gain, Exemption under head Capital Gain and computation of tax on long- and short-term Capital Gain.
CO.6	Illustrate the calculation of Income from Other Sources.
CO.7	Calculate losses to be set off and carried forward to next year.
CO.8	Understand when income of other person is taxable in the hand of assesses.
CO.9	Understand and calculate various deductions available to assesses under Section 80 C to 80 U.

M. Com (Regular)

Program Outcomes (PO) for M. Com

PO No.	Upon Completion of the M. Com Degree Programme, the graduates will be able to:
PO.1	• To provide a systematic and rigorous learning and exposure to Banking and Finance related disciplines.
PO.2	• To train the student to develop conceptual, applied and research skills as well as competencies required for effective problem solving and right decision making in routine and special activities relevant to financial management and Banking Transactions of a business.
PO.3	• To acquaint a student with conventional as well as contemporary areas in

	the discipline of Commerce.
PO.4	• To enable a student well versed in national as well as international trends.
PO.5	• To facilitate the students for conducting business, accounting and auditing practices, role of regulatory bodies in corporate and financial sectors nature of various financial instruments.
PO.6	• To provide in-depth understanding of all core areas specifically Advanced Accounting, International Accounting, Management, Security Market Operations and Business Environment, Research Methodology and Tax planning.

Program Specific Outcomes (PSO) for M. Com

PSO No.	Upon Completion of the M. Com Degree Programme, the graduates will be able to:
PSO. 1	• Cultivate the broad knowledge of business namely, Financial, taxation, managerial, marketing, and legal issues.
PSO. 2	• Understand the business practices and principles relating to Financial, Cost, Management and Corporate Accounting
PSO. 3	• Develop the skills required for Corporate Businesses, Professional Practices and Entrepreneurial initiatives.
PSO. 4	• Be knowledgeable and skilful in launching independent enterprises in adherence to sound ethical values of business.
PSO. 5	• Involve in socially relevant research to solve complex problems in future business endeavours.

Course outcomes (ODD SEMESTER)

Name of Class: M. Com (Sem.- 1st)

Course/Paper Name: MANAGEMENT PRINCIPLES AND ORGANIZATION BEHAVIOR (MC – 103)

After completion of the course the students would be able to-

CO.1	The students will be able to explain the structure that exists in the organisation and the principles of management.
CO.2	To examine the decision-making process that exists in organisations and help in improving the communication.
CO.3	To explain the motivation theories developed for organisation development.
CO.4	Development of efficient leader based on the understanding of leadership, power, and conflict.
CO.5	Assesses the cultural, organisational development and stress through practical case studies.

Name of Class: M. Com (Sem.- 1st)

Course/Paper Name: MANAGEMENT ACCOUNTING AND CONTROL SYSTEMS (MC – 105)

After completion of the course the students would be able to-

CO.1	Grasp how to interpret and use financial information.
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CO.2	Learn methods to analyse and control costs within a business.
CO.3	Develop skills in creating budgets and predicting financial outcomes.
CO.4	Grasp the various techniques to have better control in the organisation.
CO.5	Understand how to assess a company's performance using financial data.
CO.6	Learn how to use accounting information to make informed business decisions.

Name of Class: M. Com (Sem.- 1st)

Course/Paper Name: BUSINESS ENVIRONMENT (MC – 104)

After completion of the course the students would be able to-

CO.1	Understand the concept and relevance of economic reforms.
CO.2	Differentiate between various types of economic systems prevalent in the world.
CO.3	Analyse the role of Government in business world after studying about Monetary policy, fiscal policy, EXIM policy, NIYI Aayog.
CO.4	Analyse the status of Consumer Protection Act and Environment Protection Act.
CO.5	Gain insight into impact of demonetisation on the businesses.

Name of Class: M. Com (Sem.- 3rd)

Course/Paper Name: CONSUMER BEHAVIOR (MC – 351)

After completion of the course the students would be able to-

CO.1	Gain a profound comprehension of the pertinence of consumer behaviour theories and concepts in guiding marketing decisions.
CO.2	Apply a judicious combination of relevant theories and concepts to practical marketing scenarios effectively.
CO.3	Demonstrate an awareness of the social and ethical implications inherent in marketing actions and their impact on consumer behaviour.
CO.4	Employ the most fitting techniques to implement market solutions, ensuring strategic alignment with consumer behaviour theories.
CO.5	Articulate a clear understanding of fundamental concepts and models that underpin consumer behaviour.
CO.6	Conduct in-depth analyses of the impact of psychological, socio-cultural, and demographic factors on the consumer decision-making process, discerning their outcomes.
CO.7	Recognise and elucidate the intricate relationship between consumer behaviour and contemporary marketing practices.
CO.8	Acknowledge and appreciate the significance of consumer behaviour within the broader marketing context, emphasising distinctions in consumer behaviour specific to the Indian market.

Name of Class: M. Com (Sem.- 3rd)

Course/Paper Name: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT (MC – 311)

After completion of the course the students would be able to-

CO.1	Recognize various investment opportunities.
CO.2	Select from risk and return framework for understanding the concepts behind investment

	analysis theory
CO.3	Discuss and explore the relational and exploratory methods considered technical analysis
CO.4	Understand the factors considered under fundamental Analysis
CO.5	Understand the concept of Portfolio selection, evaluation, and revision

Name of Class: M. Com (Sem.- 3rd)

Course/Paper Name: CONTEMPORARY ACCOUNTING (MC – 312)

After completion of the course the students would be able to-

CO.1	Evaluate issues arising from the use of financial accounting data and management accounting like corporate reporting, web-based reporting, economic value added (EVA) and value added.
CO.2	As a capstone this course will enhance students' understanding of the nature and development of accounting through study of contemporary issues like: Social Accounting, human resource accounting, price level accounting.
CO.3	Apply critical and reflective thinking to various Indian Accounting Standards including Leases, Intangible Assets, Earning Per Share.

Name of Class: M. Com (Sem.- 3rd)

Course/Paper Name: RETAIL MANAGEMENT (DCL-436)

After completion of the course the students would be able to-

CO.1	Understand the functions of retail business and various retail formats and retail channels.
CO.2	Integrate the various Supply Chain partners and how to collaborate with them.
CO.3	Understand the difference between Retail and Manufacturing Supply Chain.
CO.4	Understand, key drivers of retail supply chain and how to select a retail store location.
CO.5	Analyse Retail Market and Financial Strategy including product pricing.

Name of Class: M. Com (Sem.- 3rd)

Course/Paper Name: BANKING & INSURANCE SERVICE MANAGEMENT (MC – 301)

After completion of the course the students would be able to-

CO.1	Brief History and Present Structure of Commercial Banking (CB) in India
CO.2	Management of CB in India Management of Commercial Banks in India: Liquidity Management, Security Investments and Income Management, Assets and Liabilities Management.
CO.3	Regulation of Banking Sector in India: Role of RBI, CRR, SLR, CRAR and Prudential norms.
CO.4	BASEL Norms: Introduction to BASEL Norms, Regulatory framework, Significance and Difficulties. BASEL III –An introduction
CO.5	Innovations in Banking: Internet banking, Phone Banking, Mobile Banking Wholesale and Retail banking, Universal and Narrow Banking, Offshore Banking and Multinational banking. Social Banking: Need, Challenges, policy initiatives: Priority Sector Lending, Service area approach, genesis of Microfinance.
CO.6	Financial planning and Taxation: Saving and Investment Policies of Insurance Companies in India, Tax benefits under insurance policies.

CO.7	Insurance Documents: Proposal forms, First Premium Receipt/Renewal Premium Receipt, Policy Contract, Endorsements, Renewal Notice/Bonus Notices, Other Insurance Documents Concepts of reinsurance, Bancassurance
CO.8	Insurance pricing: Computation of Premium, rider premium, Bonuses, Surrender Value and Paid-up Value

MBEIT

Program Outcomes (PO) for MBEIT

PO No.	Upon Completion of the MBEIT Degree Programme, the graduates will be able to:
PO.1	• The Master will be able to distinguish and define the concepts of specific domains of business administration at an advanced level and will be able to describe the current scientific discussion and the newest developments within these domains.
PO.2	• The Master will be able to update and supplement their knowledge of specific business economic domains through the critical analysis of various national and international sources.
PO.3	• The Master will be able to use their analytical insights and methodological training to conduct scientific research properly, whether independently or in a group.
PO.4	• The Master will be able to communicate and report effectively and persuasively at an academic level to professional audiences.
PO.5	• The Master will be able to operate efficiently and effectively in multicultural and/or international team assignments.
PO.6	• The Master will be able to chart the interaction between global societal change and the functioning of organisations and will be able to assess their impact on business decisions.

Course outcomes (ODD SEMESTER)

Name of Class: MBEIT (Sem.- 1st)

Course/Paper Name: FINANCIAL MANAGEMENT (MBEIT 101)

After completion of the course the students would be able to-

CO.1	Describe the accounting terms and principles, summarize the financial transactions in terms of financial statements, prepare different financial statements of a sole trader.
CO.2	Recognize the importance of financial management from a strategic perspective, compute cost of capital and develop innovative financial strategies, analyze capital structure decisions through relevant models take both long-term and short-term financing decisions and discuss the dividend policy of a firm.
CO.3	Interpret the financial statements by using various tools and techniques including ratio analysis, trend analysis, comparative statements, common size statements and cash flow statement.

Name of Class: MBEIT (Sem.- 1st)

Course/Paper Name: MARKETING MANAGEMENT (MBEIT 102)

After completion of the course the students would be able to-

CO.1	To communicate unique marketing mixes and selling prepositions for specific products.
CO.2	To construct written sales plans and professional interactive presentations.
CO.3	To demonstrate the ability to carry out market research projects.
CO.4	To apply the theoretical marketing concepts to practical solution.
CO.5	To understand dynamics of marketing in business.
CO.6	To conduct market research to provide information needed to make marketing decisions.

Name of Class: MBEIT (Sem.- 3rd)

Course/Paper Name: BUSINESS COMMUNICATION (MBEIT 302)

After completion of the course the students would be able to-

CO.1	To describe effective strategies for recruiting and selecting qualified job applicants.
CO.2	To propose solutions to challenges that may occurs in communication, especially across cultures in global marketplace.
CO.3	To identify ways to collaborate in business within a team and across multiple teams.
CO.4	Identify key principles in public speaking for business to create meaningful visual media.
CO.5	To discuss different processes and considerations involved in writing in business.

Name of Class: MBEIT (Sem.- 3rd)

Course/Paper Name: PRODUCTIONS AND OPERATIONS MANAGEMENT (MBEIT 301)

After completion of the course the students would be able to-

CO.1	To understand manufacturing and appreciate technology integration in smart production.
CO.2	To understand various production and operation design decisions and how they relate to overall strategies of organisations.
CO.3	To understand the importance of product and service design decisions and its impact on other design decisions and operations.
CO.4	To obtain an understanding of quality management practices in organization and how total quality management and Sigma facilitate organizational effectiveness.
CO.5	To develop an integrated framework for strategic thinking and decision making.