PREM CHAND MARKANDA S.D. COLLEGE FOR WOMEN, JALANDHAR CITY

Re-accredited 'A^{+}' grade (2nd Cycle) by NAAC Bangalore

A unique prestigious Post Graduate Institution of Northern India

PG Department of Commerce and Management

Program & Course Outcomes

(2023-2024)

Bachelor of Commerce (B. Com) (Pass & Hons.)

CREDIT BASED GRADING SYSTEM (CBGS) (Semester: I - VI)

Program Outcomes (PO) for B. Com

PO No.	Upon Completion of the B. Com Degree Program, 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	• The 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 Program, 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

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

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

After completion of the course the students will 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 the preparation of Branch and Departmental Accounts

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

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

After completion of the course the students will 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.- 1st)

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

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

CO.1	Equip the students to learn the principles of effective communication so that they can communicate with confidence in the corporate world.
CO.2	Learn about developing and delivering presentations in an 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.- 2nd)

Course/Paper Name: ADVANCED FINANCIAL ACCOUNTING **(BCG-203)**

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

CO.1	Students learns about depreciation accounting
CO.2	Students learns how to do hire purchase accounting
CO.3	Detailed understanding partnership accounts from admissions to dissolution
CO.4	Proficiency in of tally ERP9
CO.5	Students can make accounts on computers

Name of Class: B. Com (Sem.- 2nd)

Course/Paper Name: COMMERCIAL LAWS **(BCG-204)**

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

CO.1	Learn the basic laws that businesses need to follow
CO.2	Grasp how contracts work and how businesses make deals legally.
CO.3	Understand the laws that control how companies operate.
CO.4	Explore how laws safeguard customers in business transactions.
CO.5	Apply these legal rules to solve practical business issues.

Name of Class: B. Com (Sem.- 2nd)

Course/Paper Name: FUNCTIONAL MANAGEMENT **(BCG-206)**

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

CO.1	Apply knowledge of management theories and practices to solve business problems.
CO.2	Foster Analytical and critical thinking abilities for data-based decision making.
CO.3	Ability to develop Value based Leadership ability.
CO.4	Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.

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

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

After completion of the course the students will 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 LAWS **(BCG-304)**

After completion of the course the students will 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: FINANCIAL MANAGEMENT **(BCG–305)**

After completion of the course the students will 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 is helpful in formulating financial strategies
CO.4	It should help the students in understanding the difference between capital structure, financial structure, and capitalization 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 recognize 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: INTERNATIONAL BUSINESS **(BCG-306)**

After completion of the course the students will 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	Learn 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 will 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 SYSTEM (Hons.) **(PAPER - I)**

After completion of the course the students will 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 the financial service industry.

Name of Class: B. Com (Sem.- 4th)

Course/Paper Name: GOODS AND SERVICES TAX **(BCG-403)**

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

CO.1	Development of Critical thinking and problem-solving skills to resolve the GST related Issues.
CO.2	Learn about the role and functioning of GST Council.
CO.3	Ability to prepare and file GST returns.
CO.4	Familiarization with the processing and recording of GST transactions.
CO.5	Understanding the practical aspects of GST and equipping them to become tax practitioners

Name of Class: B. Com (Sem.- 4th)

Course/Paper Name: INDUSTRIAL LAWS **(BCG-404)**

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

CO.1	Grasp the laws governing the relationship between employers and employees.
CO.2	Understand the rights and obligations of workers and employers in the workplace.

CO.3	Learn about laws ensuring safety and health measures at work.
CO.4	Explore ways to resolve conflicts between employees and employers.
CO.5	Understand how industries comply with legal requirements and regulations

Name of Class: B. Com (Sem.- 4th)

Course/Paper Name: PRINCIPLES AND PRACTICES OF BANKING AND INSURANCE **(BCG-405)**

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

CO.1	Explain, evaluate and interpret the terminology and concepts related to banking, insurance and finance.
CO.2	Identify, compare and analyze the characteristics, structure, functioning and performance of banking and insurance companies.
CO.3	Demonstrate the capability to work independently in the related fields/areas.
CO.4	Integrate and communicate qualitative and quantitative information to the community at large.

Name of Class: B. Com (Sem.- 4th)

Course/Paper Name: COST ACCOUNTING **(BCG-406)**

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

CO.1	They can demonstrate and apply the cost concepts in real world business and estimate and take future business decisions
CO.2	Differentiate and appraise the cost sheet with the financial Statement.
CO.3	Classify cost and prepare a subsequent cost Sheet
CO.4	Learners will read and understand the role of Cost accounting in the business management of manufacturing and non-manufacturing companies and also understand the basic concept of cost and how they are presented in the books.

Name of Class: B. Com (Sem.- 4th)

Course/Paper Name: ELECTRONIC BANKING AND RISK MANAGEMENT **(Paper II)**

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

CO.1	Understand banking and finance system in India.
CO.2	Acquaint commercial bank and its product.
CO.3	Build customer relationships in the banking sector.
CO.4	Well verse with e-banking services and internet Banking

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

Course/Paper Name: MANAGEMENT ACCOUNTING **(BCG–503)**

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

CO.1	Grasp how to interpret and use financial information.
CO.2	Learn methods to analyses 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: DIRECT TAX LAW **(BCG–504)**

After completion of the course the students will 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 0f 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.

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

Course/Paper Name: AUDITING **(BCG-505)**

After completion of the course the students will 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 errors and frauds in the financial statements of the companies.

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

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

After completion of the course the students will 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: INSURANCE SERVICES MANAGEMENT **(BCG-522)**

After completion of the course the students will 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 **(Paper III)**

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

CO.1	To understand basic concepts 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 concepts 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.- 6th)

Course/Paper Name: OPERATIONS RESEARCH **(BCG-603)**

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

CO.1	Solve linear programming problems using appropriate techniques and optimization solvers, interpret the results obtained.
CO.2	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.3	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.4	Model competitive real-world phenomena using concepts from game theory. Analyze pure and mixed strategy games
CO.5	Formulate Network models for service and manufacturing systems, and apply operations research techniques and algorithms to solve these Network problems

Name of Class: B. Com (Sem.- 6th)

Course/Paper Name: CORPORATE GOVERNANCE **(BCG-604)**

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

CO.1	Demonstrate a solid understanding of the purpose and nature of corporations.
CO.2	Evaluate different stakeholders' roles and significance in relation to corporate governance.
CO.3	Explain the importance of regulation, markets and information in corporate governance.
CO.4	International differences and similarities in relevant institutions and developments.

Name of Class: B. Com (Sem.- 6th)

Course/Paper Name: PORTFOLIO MANAGEMENT **(BCG-611)**

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

CO.1	Understanding the word Portfolio, its Meaning and Benefits. Discuss the process of Portfolio Management.
CO.2	Meaning of Rationale of Diversification in Investments and its Importance.
CO.3	Determining the Portfolio risk and return and measuring them based on various techniques.
CO.4	To acquire a conceptual understanding of Strategic Assets Allowances and the methods.
CO.5	Mode of Portfolio selection through distinctive theories and models of portfolio management.

Name of Class: B. Com (Sem.- 6th)

Course/Paper Name: FINANCIAL SERVICES **(BCG-612)**

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

CO.1	To impart knowledge regarding the components of Indian Financial System
CO.2	To provide in-depth understanding of different avenues of financial system viz. Capital markets, banking, insurance, mutual funds & other related services.
CO.3	To enable the students to understand the role & functioning of regulatory bodies in financial sector
CO.4	To equip the students with skills required to operate in a competitive environment in the Service sector

Name of Class: B. Com (Sem.- 6th)

Course/Paper Name: BANK MARKETING **(Paper IV)**

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

CO.1	Financial services, such as banking, insurance, mutual funds, and venture capitals
CO.2	The challenges of marketing services, such as inventory, demand and supply, and quality control.
CO.3	Strategies used by successful services marketers to overcome challenges.
CO.4	How to analyze customer behavior, attitudes, and market segmentation
CO.5	How to conduct market research to collect, analyze and interpret customer attitudes and market developments.

Bachelor of Commerce (Financial Services)

CREDIT BASED GRADING SYSTEM (CBGS) (Semester: I - VI)

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

PO No.	Upon Completion of the B. Com (FS) Degree Program, 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 the 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 Program, 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 a competitive environment in the service sector.

Course Outcomes

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

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

After completion of the course the students will 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 accounting software Tally with GST
CO.5	To increase the employability of students in accounting and finance with knowledge of Tally.

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

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

After completion of the course the students will 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 manages an organization's human capital.
CO.5	Developing some of these essential business management skills in learner includes critical and strategic thinking, communication, problem-solving, organization, presenting, reporting, leadership, project management.

Name of Class: B. Com (FS) (Sem.- 2nd)

Course/Paper Name: MERCANTILE LAW **(Paper-IV)**

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

CO.1	Ability to understand the development and the judicial setup of business Laws.
CO.2	Detailed understanding of legal procedures to form a business contract.
CO.3	Learn how to pursue consumer rights under the Consumer Protection Act 1986.
CO.4	Ability to understand the complexities of resolution of industrial disputes.
CO.5	Develops an insight into the legal framework governing the formation of trade unions, Rights and duties of its members and functioning of trade unions.

Name of Class: B. Com (FS) (Sem.- 2nd)

Course/Paper Name: BANKING OPERATIONS AND REGULATIONS **(Paper-V)**

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

CO.1	Understanding different types of bank accounts and the process of opening a bank Account.
CO.2	Ability to assess the significance of KYC norms.
CO.3	Knowledge regarding different types of banks in India.
CO.4	The ability to understand the provisions required to be created for different types of nonperforming assets.
CO.5	Familiarization with the different types of banker-customer relationship.

Name of Class: B. Com (FS) (Sem.- 2nd)

Course/Paper Name: INDIAN FINANCIAL SYSTEM **(Paper-VI)**

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

CO.1	Complete knowledge of Financial System of India.
CO.2	Clarity about the basic concepts of money, money supply and money creation.
CO.3	Understanding technical terms relating to Financial System like Derivatives, Stock etc.
CO.4	Development of basic understanding relating to Life Insurance and General Insurance.
CO.5	Complete knowledge of Financial System of India.

Name of Class: B. Com (FS) (Sem.- 2nd)

Course/Paper Name: CORPORATE AND BANK ACCOUNTING **(Paper-VII)**

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

CO.1	Understanding of preparation of the Final Accounts of joint stock companies and Banking companies.
CO.2	Ability to record accounting transactions related to the issue of shares and debentures.
CO.3	Development of skills to record the transactions related to internal and external reconstruction of companies.

CO.4	Knowledge about the calculation of EMI and interest in the case of bank loans and Annuities.
CO.5	Ability to calculate provisions on Non-Performing Assets (NPAs) as per the norms given by Reserve Bank of India

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

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

After completion of the course the students will 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 analyzing and allocating costs using different costing.

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

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

After completion of the course the students will 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.- 3rd)

Course/Paper Name: CONTEMPORARY ACCOUNTING AND REPORTING PRACTICES **(Paper-III)**

After completion of the course the students will 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 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 will 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 notes, and drafts. Endorsement and its types.
CO.4	Payment and Collection of Cheques- duties and responsibilities of paying and collecting bankers. Protection available to paying and collecting bankers 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 will 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 Traders 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.- 4th)

Course/Paper Name: MANAGEMENT ACCOUNTING AND AUDITING **(Paper-I)**

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

CO.1	Comprehensive view of relevance of Management Accounting.
CO.2	Ability to critically analyze and provide recommendations to improve the operations of Organizations through the application of management accounting techniques.
CO.3	Understanding of audit process, planning and program.
CO.4	Familiarization with the recent trends in Auditing.
CO.5	Ability to apply different techniques of Auditing and to study the Audit report.

Name of Class: B. Com (FS) (Sem.- 4th)

Course/Paper Name: LEADERSHIP AND PERSONALITY DEVELOPMENT **(Paper-II)**

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

CO.1	Familiarization with the concept of Leadership and its auxiliary functions.
CO.2	Enabling the students to develop their personality through the study and practice of personality Development Techniques.
CO.3	Awareness regarding the ways to manage stress.
CO.4	Development of an understanding about group dynamics.

Name of Class: B. Com (FS) (Sem.- 4th)

Course/Paper Name: CORPORATE LAW AND SECRETARIAL PRACTICES **(Paper-III)**

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

CO.1	Understanding of the numerous types of corporate entities that can be formed under the law.
CO.2	Knowledge of legal requirements for the formation, working and dissolution of a company.
CO.3	Capability to evaluate corporate problems and identify legal obligations.
CO.4	Ability to evaluate the role and importance of Company Secretary and other key managerial Personnel.

Name of Class: B. Com (FS) (Sem.- 4th)

Course/Paper Name: FUNDAMENTALS OF INSURANCE AND ITS ACCOUNTING **(Paper-V)**

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

CO.1	Understanding of the different types of insurance policies in life and general insurance Sector.
CO.2	Ability to assess the significance of buying insurance for individuals as well as for business houses.
CO.3	Knowledge regarding different Acts for regulating insurance companies.
CO.4	Ability to understand and prepare financial statements of life and general insurance Companies.
CO.5	A study investigating students' attitudes and motivations after completing an entrepreneurial program.

Name of Class: B. Com (FS) (Sem.- 4th)

Course/Paper Name: FUNDAMENTALS OF HUMAN RESOURCE MANAGEMENT **(Paper-VI)**

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

CO.1	Enhance the understanding of role of human resource management and explore the recent trends of human resource management
CO.2	Develop an understanding of human resource management functions and practices.
CO.3	Enhance awareness of certain important issues in industrial relations.

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

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

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

CO.1	It helps the students to make better decisions in complex scenarios by the application of a 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 will 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 0f Income from Other Sources.
CO.7	Calculate losses to be set off and carried forward to next year.
CO.8	Understand when the 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.

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 will 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	Import 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, consultants, 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: MARKETING OF FINANCIAL SERVICES **(Paper-V)**

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

CO.1	Describe a financial service organization's marketing-critical internal and external 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 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 will 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	Recognize 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.- 6th)

Course/Paper Name: ENTREPRENEURSHIP AND SMALL BUSINESS **(Paper-I)**

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

CO.1	Understanding entrepreneurship: Learning the concepts of entrepreneurship, the theories of entrepreneurship development, and the types of entrepreneurs
CO.2	Identifying business opportunities: Learning how to identify business opportunities and the market potential for a product or service
CO.3	Developing business plans: Learning how to develop business plans and conduct project feasibility studies
CO.4	Managing a small business: Learning how to manage a small business, including recruiting, training, and managing employees
CO.5	Risk management: Learning how to take calculated risks and adapt to changing market dynamics

Name of Class: B. Com (FS) (Sem.- 6th)

Course/Paper Name: CORPORATE GOVERNANCE **(Paper-V)**

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

CO.1	Demonstrate a solid understanding of the purpose and nature of corporations.
CO.2	Evaluate different stakeholders' roles and significance in relation to corporate governance.
CO.3	Explain the importance of regulation, markets and information in corporate governance.
CO.4	International differences and similarities in relevant institutions and developments.
CO.5	Critically assess governance concerns for individual corporations and their stakeholders

Name of Class: B. Com (FS) (Sem.- 6th)

Course/Paper Name: INCOME TAX LAW – II **(Paper-VI)**

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

CO.1	Comprehend key concepts and distinctions among taxplanning, tax avoidance, tax evasion, and tax management, along with their practical applications.
CO.2	Accurately compute the taxable income and tax liability of an individual, considering relevant provisions.
CO.3	Analyze the concept of Hindu Undivided Family (HUF), its tax implications, and compute the tax liability of an HUF.
CO.4	Understand the taxation framework for firms, including partnerships and LLPs, and calculate their tax liabilities in compliance with legal provisions.
CO.5	Gain insight into the roles, powers, and responsibilities of income tax authorities under the Income Tax Act.

Name of Class: B. Com (FS) (Sem.- 6th)

Course/Paper Name: GENERAL STUDIES **(Paper-VII)**

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

CO.1	Be able to communicate effectively in writing so that one may advance professionally and apply to graduate programs
CO.2	Be able to comprehend, analyze, and interpret texts in a variety of disciplines
CO.3	Be able to present orally one's own thoughts and plans
CO.4	Be able to recognize a problem and devise a plan of action to solve it
CO.5	Be able to show mastery of several disciplines within an academic area of concentration

Master of Commerce

(A two year post graduate course)

CREDIT BASED GRADING SYSTEM (CBGS) (Semester: I - IV)

Program Outcomes (PO) for M. Com

PO No.	Upon Completion of the B. Com Degree Program, the graduates will be able to:
PO.1	• To provide 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 Program, the graduates will be able to:
PSO.1	• Cultivate 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 skillful 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 endeavors.

Course outcomes

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

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

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

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

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

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

After completion of the course the students will 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	Analyze the role of Government in business world after studying Monetary policy, fiscal policy, EXIM policy, NIYI Aayog.
CO.4	Analyze the status of the Consumer Protection Act and Environment Protection Act.
CO.5	Gain insight into impact of demonetization on the businesses.

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

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

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

CO.1	Grasp how to interpret and use financial information.
CO.2	Learn methods to analyses 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 organization.
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.- 2nd)

Course/Paper Name: CORPORATE FINANCIAL ACCOUNTING AND AUDITING **(MC - 201)**

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

CO.1	Learn to maintain accurate financial records for corporations.
CO.2	Understand how to create financial reports for companies.
CO.3	Develop skills to interpret and analyze financial data for corporate decision-making.
CO.4	Grasp the fundamental principles and concepts of auditing.
CO.5	Learn various methods and techniques used in conducting audits.

Name of Class: M. Com (Sem.- 2nd)

Course/Paper Name: FINANCIAL MANAGEMENT **(MC - 202)**

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

CO.1	Grasp how to interpret and use financial information.
CO.2	Learn methods to analyze 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 organization.
CO.5	Understand how to assess a company's performance using financial data.

Name of Class: M. Com (Sem.- 2nd)

Course/Paper Name: MARKETING MANAGEMENT **(MC - 204)**

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

CO.1	Demonstrate strong conceptual knowledge in the functional area of marketing management.
CO.2	Demonstrate effective understanding of relevant functional areas of marketing management and its application.
CO.3	Demonstrate analytical skills in identification and resolution of problems pertaining to marketing management.
CO.4	Demonstrate understanding of various marketing strategies, pricing and channel decisions
CO.5	Demonstrate understanding of integrated marketing communication and evaluation of market performance and recent trends in marketing

Name of Class: M. Com (Sem.- 2nd)

Course/Paper Name: HUMAN RESOURCE MANAGEMENT **(MC – 205)**

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

CO.1	Develop understanding the basic concepts, functions and processes of human resource management.
CO.2	Ability to apply knowledge of human resource planning and implement techniques of job design.
CO.3	Design HRM processes such as Recruitment/Selection/Training/Performance appraisals/Reward Systems etc.
CO.4	Develop competency to recruit, train, and appraise the performance of employees and handle employee issues.
CO.5	To develop the necessary skill set for application of various HR issues.

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

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

After completion of the course the students will 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

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

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

After completion of the course the students will 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 will 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 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: CONSUMER BEHAVIOR **(MC – 351)**

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

CO.1	Gain a profound understanding of the pertinence of consumer behavior 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 behavior.
CO.4	Employing the most fitting techniques to implement market solutions, ensuring strategic alignment with consumer behavior theories.
CO.5	Articulate a clear understanding of fundamental concepts and models that underpin consumer behavior.
CO.6	Conduct in-depth analyses of the impact of psychological, socio-cultural, and demographic factors on the consumer decision-making process, discerning them outcomes.
CO.7	Recognize and elucidate the intricate relationship between consumer behavior and contemporary marketing practices.
CO.8	Acknowledge and appreciate the significance of consumer behavior within the broader marketing context, emphasizing distinctions in consumer behavior specific to the Indian market.

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

Course/Paper Name: RETAIL MANAGEMENT **(MC- 352)**

After completion of the course the students will 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	Analyze Retail Market and Financial Strategy including product pricing.

Name of Class: M. Com (Sem.- 4th)

Course/Paper Name: INTERNATIONAL ACCOUNTING **(MC- 401)**

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

CO.1	Knowledge of concept, evolution and relevance of international accounting.
CO.2	Understanding of varying patterns and practices of financial reporting across the Nations.
CO.3	Development of an insight to read between the lines while studying a financial Statement of an MNC
CO.4	Understanding the procedures related to foreign currency translation, International Taxation and Consolidation of Financial Statements in the context of MNCs.

Name of Class: M. Com (Sem.- 4th)

Course/Paper Name: INTERNATIONAL FINANCIAL MANAGEMENT **(MC- 411)**

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

CO.1	Explain the meaning and concepts of international financial management.
CO.2	To know the international monetary system and foreign exchange rate mechanism.
CO.3	To estimate values of international investment projects and international investment corporate acquisitions.
CO.4	Identify, discuss and various international investment strategies.
CO.5	To understand the concept of Balance of Payments (BOP) and remedial measures for correcting the disequilibrium in BOPs.

Name of Class: M. Com (Sem.- 4th)

Course/Paper Name: FINANCIAL MARKETS AND FINANCIAL SERVICES **(MC- 412)**

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

CO.1	Explain the meaning and concepts of international financial management.
CO.2	To know the international monetary system and foreign exchange rate mechanism.
CO.3	To estimate values of international investment projects and international investment corporate acquisitions.
CO.4	Identify, discuss and various international investment strategies.
CO.5	To understand the concept of Balance of Payments (BOP) and remedial measures for correcting the disequilibrium in BOPs.

Name of Class: M. Com (Sem.- 4th)

Course/Paper Name: CORPORATE TAX LAW AND PLANNING **(MC- 413)**

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

CO.1	Explain the meaning and concepts of international financial management.
CO.2	To know the international monetary system and foreign exchange rate mechanism.

CO.3	To estimate values of international investment projects and international investment corporate acquisitions.
CO.4	Identify, discuss and various international investment strategies.
CO.5	To understand the concept of Balance of Payments (BOP) and remedial measures for correcting the disequilibrium in BOPs.

Name of Class: M. Com (Sem.- 4th)

Course/Paper Name: ADVERTISING AND SALES MANAGEMENT **(MC- 451)**

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

CO.1	Ability to study market trends and consumer behavior.
CO.2	Understanding of sales milestones, sales situations, selling styles and sales strategies Followed by different business houses.
CO.3	Ability to connect advertising strategies and organizational goals with the moral Code of conduct in advertising.
CO.4	Skill to target new business and exploit new areas of opportunity.
CO.5	Ability to study market trends and consumer behavior.

Name of Class: M. Com (Sem.- 4th)

Course/Paper Name: BRAND AND DISTRIBUTION MANAGEMENT **(MC- 452)**

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

CO.1	Familiarization with Brand Management, Brand Equity and product branding Strategies.
CO.2	Ability to measure Brand Performance using Research techniques.
CO.3	Understanding of various Retail formats and Retail locations.
CO.4	Ability to integrate Retail Supply Chain.

Name of Class: M. Com (Sem.- 4th)

Course/Paper Name: SERVICES MARKETING **(MC- 453)**

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

CO.1	Capability to evaluate the suitability of different pricing methods for services.
CO.2	Understanding of the roles of employees and customers in service delivery.
CO.3	Capability to analyse different service quality models.
CO.4	In-depth understanding of impact of service failure and recovery.
CO.5	Ability to analyse and interpret marketing research findings.

M.A. BUSINESS ECONOMICS & IT

CREDIT BASED GRADING SYSTEM (CBGS) (Semester: I - IV)

Program Outcomes (PO) for MBEIT

PO No.	Upon Completion of the MBEIT Degree Program, 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 organizations 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 **(MBE01001T)**

After completion of the course the students will 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 costs 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 ration analysis, trend analysis, comparative statements, common size statements and cash flow statement.

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

Course/Paper Name: MARKETING MANAGEMENT **(MBE01002T)**

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

CO.1	To communicate unique marketing mixes and sell 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 the dynamics of marketing in business.
CO.6	To conduct market research to provide information needed to make marketing decisions.

Name of Class: MBEIT (Sem.- 2nd)

Course/Paper Name: HUMAN RESOURCE MANAGEMENT **(MBE02001T)**

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

CO.1	Develop understanding the basic concepts, functions and processes of human resource management.
CO.2	Ability to apply knowledge of human resource planning and implement techniques of job design.
CO.3	Design HRM processes such as Recruitment/Selection/Training/Performance appraisals/Reward Systems etc.
CO.4	Develop competency to recruit, train, and appraise the performance of employees and handle employee issues.
CO.5	To develop the necessary skill set for application of various HR issues.

Name of Class: MBEIT (Sem.- 2nd)

Course/Paper Name: BANKING AND FOREIGN EXCHANGE MANAGEMENT (**MBE01002T)**

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

CO.1	Learn about the foreign exchange market, or "the forex", and how currencies are converted at their current values
CO.2	Learn to analyze foreign exchange risk and exposure.
CO.3	Learn to classify commercial banks, their functions, and credit creation.
CO.4	Learn how profits or losses are distributed before and after incorporation.
CO.5	Learn to evaluate company liquidation.

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

Course/Paper Name: PRODUCTIONS AND OPERATIONS MANAGEMENT **(MBE03001T)**

After completion of the course the students will 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 organizations.
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.

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

Course/Paper Name: BUSINESS COMMUNICATION **(MBE03002T)**

After completion of the course the students will 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 occur in communication, especially across cultures in the 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.- 4th)

Course/Paper Name: STRATEGIC MANAGEMENT **(MBE04001T)**

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

CO.1	Students will be prepared to understand foreign exchange market structure and market dealings.
CO.2	Understand the functions and players in the foreign exchange market.
CO.3	Capable of understanding various forex exposures
CO.4	Gain knowledge to manage the exchange exposures
CO.5	learn the forward and spot market operations

Name of Class: MBEIT (Sem.- 4th)

Course/Paper Name: INVESTMENT THEORY AND PORTFOLIO MANAGEMENT **(MBE04002T)**

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

CO.1	The student will be able to evaluate and compare the pre and post-merger financial position of the firms.
CO.2	The student will be able to calculate the value of Futures and apply it for risk managed trading strategies.
CO.3	The student will be able to compute the value of Options and plan various option strategies.
CO.4	To acquire the conceptual understanding of Strategic Assets Allowances and the methods.
CO.5	Provide basic knowledge about financial markets, asset pricing models, major asset classes and the trade-offs.