

**2017-18**

**B.Com (Pass Course)**

<b>Programme Outcome</b>	This program can provide well trained professionals for the industries, Banking Sectors, Insurance Companies, Financing Companies, Transport Agencies etc. to meet the well trained manpower requirements.
<b>Programme Specific Outcome</b>	The students should possess the knowledge, skills and attitude during the end of the B.Com degree course related to accountant, bank manager, auditor, teacher, stock agents, cost accountant, government jobs etc.
<b>Course</b>	<b>Outcomes</b>
Financial Accounting	On successful completion of this course the students are enabled with the knowledge of practical applications of accounting, financial reports etc.
Cost Accounting	The students become able to learn the process to compute cost of product and services in a manufacturing concern.
Business Economics	This subject provides the basics of principles of economics which is very important for all those students who are interest in business activities.
Economic Environment	This subject provides the information about resources available in our surroundings and government policies.
Principle of Management	The students will be able to understand the functions of management i.e. planning, organising, directing to control and to learn the new technique of managing.
Business Regulatory Framework	The paper provides students with a sound understanding of the legal aspects of various laws affecting businesses and applies basic principles of law to various problems which business faces.
Corporate Accounting	This course aims to enlighten the students on the accounting procedures followed by the companies.
Business Statistics	This course aims to enlighten the students on the statistical process, tools and techniques for solving practical problems.
Money and Banking System	This course is benefited to acquaint the origin and functions of money and practical approach of banking system.
International trade and finance	This is benefited to gain the knowledge about report and import for world-wide balanced growth of trade and finance.
Business Communication	This course develops personality of students and improves their communications skills.
Corporate Law	After the completion of the course student will able to Explain and apply the fundamental Principles of Company Law. The students will learn to understand and appreciate the interrelationship between law and

	business, so as to enable them to analyze legal problems, recognize how law influences business and management decision making in these areas, and improve their management skills when faced with legal issues.
Income-tax and Law	This course aims to provide an-in-depth knowledge on the provisions of income tax and also familiarise the students with recent amendments in income-tax.
Management Accounting	This course provides the knowledge of conceptual framework of management accounting and management accounting's tools and techniques in business decision making.
Auditing	This course aims is to enlighten the students on principles and procedure of auditing.
Financial Management	This course in benefited to acquaint from the financial aspect of management for decision-making.
Financial Market Operations	This is benefited to give clear idea about significance of financial market operations for economic programmes.
International Marketing	This course aims to develop an advanced understanding of the international marketing environment, the international marketing mix, and international marketing strategy, product adaptation for international markets and strategic issues in international marketing.

**2017-18**

**B.Com (Honours) Accounting**

<b>Programme Outcome</b>	This programme can provide well trained professionals for the Industries, Banking and Insurance Sector, Financing Companies etc. to meet the well trained manpower requirements.
<b>Programme Specific Outcome</b>	The students should process the knowledge, skills and attitudes related to Accountant, Cost Accountant, Management Accountant, Income tax officers etc.
<b>Course</b>	<b>Outcome</b>
Corporate Accounting	This course aims to enlighten the students on the accounting procedures followed by the companies.
Management Accounting	This course provides the knowledge of conceptual framework of management accounting and management accounting's tools and techniques in business decision making.
Income Tax	This course aims to provide an-in-depth knowledge on the provisions of income tax and also familiarise the students with recent amendments in income-tax.
Auditing	This course aims is to enlighten the students on principles and procedure of auditing.
Financial Management	This course in benefited to acquaint from the financial aspect of management for decision-making.
E-Commerce	To enhance the computer literacy and its applicability in business through latest version on e-commerce principles.
Advanced Accounting	Students shall develop the ability to identify and evaluate accounting problems and arrive at reasonable conclusions.
Business Statistics	This course aims to enlighten the students on the statistical process, tools and techniques for solving practical problems.
Operation Research and Decision Making	The aim of this course is to make students acquainted with the techniques of problem solving regarding the operations of the business.
Functional Management	This course provides the knowledge of human-resource management, production and marketing management and organisation behaviours.
Indirect Tax	This course provides the knowledge of various indirect taxes ex. Excise duty, customs duty, VAT, etc. to students.

Financial Institutions, Market and Services

The course aims to help students to appreciate and understand how financial markets and institutions operate, introduces financial institutions and other market participants, their roles in the financial system and the ways they interact with each other, help students to understand commonly used financial instruments and how they work.

**2017-18**

<b>BBA</b>	
<b>Programme Outcome</b>	The students will be able to demonstrate critical thinking skills, knowledgeable about ethical factors in the business environment, about the global business, will be proficient users of business presentation with effective communication.
<b>Programme Specific Outcome</b>	The students will be able to demonstrate appropriate knowledge in Accounting, Management, Marketing, Global Dimensions of Business, Business Finance, the Legal Environment of Business, Economics, Business Ethics, Information Management Systems, Quantitative Methods/Statistics methods in decision science, Business Leadership, and Strategic Management, they will be able to apply theories and techniques from their academic programs in the context of an internship or experiential project.
<b>Course</b>	<b>Outcome</b>
Fundamentals of Accounting	To enable the students to learn principles and basic concepts of accountancy.
Business Statistics	This course aims to enlighten the students on the statistical process, tools and techniques for solving practical problems.
Organisation and Management	The students will be able to understand the functions of management i.e. planning, organising, directing to control and to learn the new technique of managing.
Economic Environment	To acquaint the students with the economics problems and to cope up with them.
Managerial Economics	The main objective is to develop students' capacity to analyze the economic environments in which business entities operate and understand the way managerial decisions can vary under different constraints due to economic environment places on a manager's pursuit of his/her goals.
Business Law	The paper provide students with a sound understanding of the legal aspects of various laws affecting businesses and apply basic principles of law to various problems which business faces.
Business Communication Skills	To make the students acquainted with various forms of business communication and to make them equipped enough that they are able to put it into practice.
Cost and Management Accounting	The students become able to learn the process to compute the cost of product and services and also tools of management accounting to take managerial decision in an industry.

Quantitative Techniques	The aim of this course is to make students acquainted with the techniques of problem solving regarding the operations of the business.
Marketing Management	It provides an overview of marketing operations in a management context as well as to give the knowledge and skills about how to manage the marketing policy in the firm.
Computer Applications	To develop a detailed understanding of the legal framework that influences and regulates the existence of an Indian Company in the present arena.
Corporate Law	To develop a detailed understanding of the legal framework that influences and regulates the existence of an Indian Company in the present arena.
Production and Materials Management	To provide a detailed understanding of the fundamentals, tenets, functions and activities of production management in general and material management particularly.
Business Taxation	This course aims to provide an-in-depth knowledge on the provisions of income tax and also familiarise the students with recent amendments in income-tax.
Financial Management	This course is benefited to acquaint from the financial aspect of management for decision-making.
Entrepreneurship and small scale industries	This course provide the knowledge that how a person can start a new business and develop it.
E-Commerce	This course is benefited to acquaint from the financial aspect of management for decision-making.
Organisational Behaviours	This course provides the knowledge that how a person can start a new business and develop it.
Human Resource Management	To enhance the computer literacy and its applicability in business through latest version on e-commerce principles.
International Trade	This paper examines the behavior of people in the work environment. The students can develop a basic understanding of individual behavior and explore issues of motivation, communication, leadership, decision-making, careers, power and organizational change.

**M Com (CBCS) 2017-18**  
**Department of Business Administration**

Programme outcome	M. Com	The students will develop an ability to apply knowledge acquired in problem solving, Ability to work in teams with enhanced communication and inter-personal skills. The students will be ready for employment in functional areas like Human Resource Management, Finance, Marketing and Research. The students will develop an ability to start entrepreneurial activities and it helps inculcate ethical values, team work, leadership and managerial skills.
Programme specific outcome	M Com Bus Adm	The student inculcates the knowledge of business and the techniques of managing the business with special focus on marketing, advertising and sales promotion, and entrepreneurial development. To develop the decision making skill through practical— application of financial management theories, production and operations and supply chain management concepts. To enhance the horizon of knowledge in various field of commerce subject like human resource management, research, finance, marketing.

## **M COM SEMESTER I**

		<b>Course</b>	<b>Outcomes</b>
Core course 1	Bus.Adm .-101	Representative Management Thinkers	After the completion of the course the student will be able to understand the key management concepts, principles and contribution by different Management thinkers.
Core course 2	Bus.Adm .-102	Marketing Management	This course will provide students with an opportunity to develop and Interpret complex marketing issues and problems using relevant theories, concepts and methods with regard to ethical conduct. And to apply contemporary marketing theories to the demands of business and management practice.
Core course 3	Bus.Adm .-103	Human Resource Management	The aim is to give the knowledge of basic principles of how organisation acquires people, rewards motivates and manage them effectively.
Core course 4	Bus.Adm .-104	Financial Management	This course in benefited to acquaint from the financial aspect of management for decision-making.
Skill Course I	E-Marketing		This course explores strategic marketing issues related to the use of e-commerce solutions for business-to-business (B2B) and business to consumer (B2C) transactions.

## M COM SEMESTER II



Core course 5	Bus.Adm. -201	Strategic Management	This paper is concerned with the long-term direction, scope and performance of an organization.
Core course 6	Bus.Adm. -202	Organization Behaviour	This paper examines the behaviour of people in the work environment. The students can develop a basic understanding of individual behaviour and explore issues of motivation, communication, leadership, decision-making, careers, power and organisational change.
Core course 7	Bus.Adm. -203	Entrepreneurship and Small Business	This paper provides students with cutting-edge knowledge and skills on how to successfully develop captivating products and services to solve challenging problems in a highly uncertain environment, often under considerable time constraints with very limited resources to make them able to apply these skills in the context of both new ventures as well as in established companies.
Core course 8	Bus.Adm. -204	Production Operations Management	Objective of the syllabus is to acquaint the students with the knowledge of various tools and techniques which helps in optimal utilization the scarce resources of an organization. After successful completion of the course, student will be able to understand and grasp the concept of Applied Operations Research.
Skill course II	Personality Development & Communication Skills		The students provide the essential foundational elements for leadership skill-building and student success.

### M COM SEMESTER III

<b>SEMESTER III</b>			
Core course 9	Bus.Adm. -301	Fundamentals of Management Research	This course is designed to provide students with an understanding of relevant approaches and elements of undertaking a research enquiry specifically to provide insights to solving a relevant problem.
Core course 10	Bus.Adm. -302	International Business	The paper focus on the advanced knowledge within international business and specialised competence in global customer value and provide students with in-depth knowledge of scientific theories and methods used in research within the field of international business
Discipline Specific Elective 1	Bus.Adm. -303M	Consumer Behaviour And Marketing Research	Understand the consumer behaviour and its role in the corporate world, Apply the knowledge about individual determinants, Analyze the external influences on consumer behaviour.
Discipline Specific Elective 2	Bus.Adm. -304M	Logistics And Supply Chain Management	The paper provide students with advanced knowledge about supply chains and logistics in general, specialized knowledge about selected topics when dealing with different types of supply chains and extensive knowledge of scientific theories and methods relevant to managing supply chains and operations within such chains.
Skill course III	E-Commerce		To enhance the computer literacy and its applicability in business through latest version on tally and e-commerce principles.

### **M COM SEMESTER IV**

<b>SEMESTER IV</b>			
Core course 11	Bus.Adm. -401	Labour and Industrial Laws	Students will have sufficient knowledge of basic Acts pertaining to labour welfare and social security as applicable in India.
Core course 12	Bus.Adm. -402	Corporate Governance, Ethics and Social Responsibility	This paper introduces students to the relationship between business and ethics, and tries them to understand how ethical principles could influence management decisions. It also signifies the concept of CSR and its implications on business.
Discipline Specific Elective 3	Bus.Adm. -403M	Retail Marketing	This paper make student understand the conceptual and organizational aspects of the retail sector, including strategic planning and management in the retail industry and Apply the principles, practices, and concepts used in retail marketing management.
Discipline Specific Elective 4	Bus.Adm. -404M	Service Marketing And Customer Relationship Management	To provide students with an appreciation of concepts, functions, and techniques of thecraft of marketing services and CRM.Students examine the important issues facing service providers and the successful implementation of a customer focus in service-based businesses. Topics include an overview of services marketing; understanding the customer in services marketing; standardizing and aligning the delivery of services; the people who deliver and perform services; managing demand and capacity; and promotion and pricing strategies in services marketing.
Skill course IV	Information Technology Applications in Business		The paper make student to understand and create awareness in application oriented research through research for business decisions.