



PROGRAM OUTCOMES

&

COURSE OBJECTIVES

BACHELOR OF COMMERCE

PROGRAM & PROGRAM SPECIFIC OUTCOMES

On successful completion of this program the student will be able to:

- Develop an in-depth knowledge, understanding and skills in commerce.
- Build a strong foundation of knowledge in different areas of Commerce.
- Be able to apply concepts and techniques used in Commerce for real life problems

SEMESTER I & II

Accountancy and Financial Management - I and II

OBJECTIVES

- To encourage the students to solve practical problems.
- To make them understand basic concepts of practical topic.
- To motivate the students in class participation.

OUTCOMES

On successful completion of this course the learner will

- Understand the difference between different types of expenses(Capital and Revenue)
- Know accounting standards and their importance.
- Understand the accounting of different mode of selling.
- Know accounting of departmental organization.
- Be able to prepare accounts of a concern with incomplete records
- Know how to settle claims from Insurance companies.

Commerce - I and II

OBJECTIVES

Commerce I - Business:

- To develop entrepreneurial skills among young students.
- To encourage students to develop innovative business ideas/proposal.

Commerce II - Service sector

- To develop understanding of services and service sector.
- To create awareness about retail sector, Outsourcing, E-commerce activities.

OUTCOMES

On successful completion of this course the learner will

- Develop entrepreneurial skills.
- Be able to develop innovative business ideas/proposal.
- Be able to develop understanding of services and service sector.
- Be able to develop awareness about retail sector, Outsourcing, E-commerce activities.

Business Economics I and II

OBJECTIVES

Business Economics I

- To build familiarity with the basic tools of consumer and producer theory, the operation of markets and optimization in an economic context
- To understand the application of economic theories / principles to the business decision making process

Business Economics II

- To understand the theoretical framework of price-output determination in different market structures
- To build familiarity with the actual pricing practices
- To understand and apply the process of investment decision making

OUTCOMES

On successful completion of this course the learner will

- Be able to understand basic tools of consumer and producer theory, the operation of markets and optimization in an economic context

- Be able to apply economic theories / principles to the business decision making process.
- Be able to understand the theoretical framework of price-output determination in different market structures
- Build familiarity with the actual pricing practices
- Understand and apply the process of investment decision making

Business Communication I and II

OBJECTIVES

- To develop awareness of the complexity of the communication process
- To develop effective listening skills in students so as to enable them to comprehend instructions and become a critical listener.
- To develop effective oral skills so as to enable students to speak confidently interpersonally as well as in large groups
- To develop effective writing skills so as to enable students to write in a clear , concise, persuasive and audience centered manner
- To demonstrate effective use of communication technology

OUTCOMES

On successful completion of this course the learner will

- Be able to develop effective listening, oral and writing skills.
- Be able to effectively use communication technology.

Environmental Studies – I and II

OBJECTIVES

- Environment – source of life on the earth, it is important to understand basic components and processes of environment, scope of environmental studies as it deals with many subjects

- Environment act as huge store house of natural resources and therefore it is important to understand the availability of resources, its judicious use and guided efforts for sustainable development.
- To understand problems related to population explosion, pattern of population growth in the world, to understand human development index, carrying capacity of environment and its relevance, issues related to environment and health.
- Urbanization process and its problems, stress on resources, degradation of quality of basic resources like air, water, soil, plants and animals; emerging smart cities and safe cities.
- Map section – use of statistical techniques for understanding various environmental issues (bar diagram, pie chart, circles, flow, choropleth, isopleth techniques, pictograms), interpretation of these maps, marking of significant places/features on the outline map of the world.

OUTCOMES

On successful completion of this course the learner will

- Be able to understand the basic components and processes of the environment.
- Be able to understand the availability of resources, its judicious use and guided efforts for sustainable development.
- Be able to understand problems related to population, urbanization, environment and health.
- Be able to use of statistical techniques for understanding various environmental issues.

Mathematical and Statistical Techniques I and II

OBJECTIVES

- To provide knowledge and understanding of the basic concepts of Mathematical and Statistical techniques to enable the students do the analysis of commercial data in trading and strategic management
- To create awareness about the role of and importance of Mathematical and Statistical techniques in the process of analyzing commercial data in trading

OUTCOMES

On successful completion of this course the learner will

- Develop knowledge and understanding of the basic concepts of Mathematical and Statistical techniques
- Be able to enable to apply mathematical and statistical techniques to perform analysis of commercial data in trading and strategic management.

Foundation course – I and II

OBJECTIVES

- To create awareness about the society and community we live in.
- To develop awareness about the fundamental political process operational in our country.
- To perform projects that connect students with the community for their holistic development.

OUTCOMES

On successful completion of this course the learner will

- Be able to analyze the issues of our society and environment.
- Understand the fundamental political process operational in our country.
- Understand and analyse issues related to diversity in the country
- Understand certain basic aspects of human behavior and personality.

SEMESTER III & IV

Accountancy and Financial Management III and IV

OBJECTIVES

- To finalize the accounts of a partnership form of organization and its reconstitution.
- To identify modes by which a firm draws economies of scale by resorting to amalgamation of firms, conversion to a public limited company.
- To understand piecemeal distribution of firms' assets amongst the partners as laid down in the Act.
- To understand the various form of company organization and the modes in which finance is raised namely shares, debentures, preference shares its accounting and the accounting for its repayments.
- To understand the conditions under which such issues and redemptions can be made.

OUTCOMES

On successful completion of this course the learner will

- Be able to finalise the accounts of a partnership form of organization and its reconstitution.
- Be able to identify modes by which a firm draws economies of scale by resorting to amalgamation of firms, conversion to a public limited company.
- Understand piecemeal distribution of firms' assets amongst the partners as laid down in the Act.
- Understand the various form of company organization and the modes in which finance is raised namely shares, debentures, preference shares its accounting and the accounting for its repayments.
- Understand the conditions under which such issues and redemptions can be made.

Commerce III & IV

OBJECTIVES

- To make the learners aware about conceptual knowledge and evolution of Management.
- To familiarize the learners with the functions in Management.
- To acquaint the learners with the basic concepts of Production Management, Inventory Management & Quality Management.
- To provide basic knowledge about Indian Financial Systems.
- To update the learners with the recent trends in Finance.

OUTCOMES

On successful completion of this course the learner will

- Become aware about conceptual knowledge and evolution of Management.
- Become familiar with the functions in Management.
- Understand the basic concepts of Production Management, Inventory Management & Quality Management.
- Develop basic knowledge about Indian Financial Systems.
- Be updated about the recent trends in Finance.

Business law I and II

OBJECTIVES

- To impart knowledge and understanding of the basic concepts of law in the field of Commerce Which will be useful for them at their Work and to foster interest in the field.
- To create awareness and importance of law of the land in relation to business, trade and Commerce along with the factors and process of the same in the world of work.

OUTCOMES

On successful completion of this course the learner will

- Become aware about the importance of law in relation to business, trade and Commerce
- Develop an understanding of the basic concepts of law in the field of Commerce.
- Understand and analyse how to apply these laws in the world of work

Business Economics III and IV

OBJECTIVES

Business Economics III

- To examine the economy as a whole.
- To understand macro-economic conditions such as inflation, unemployment, etc.
- To relate basic concepts and theories of macro-economics with real world.
- To draw diagrams wherever required / appropriate.

Business Economics IV

- To understand the underlying concepts entailed in public finance.
- To evaluate the primary functions of government in the economy.
- To draw diagrams wherever required / appropriate.

OUTCOMES

On successful completion of this course the learner will

- Understand macro-economic conditions such as inflation, unemployment, etc.
- Be able to relate basic concepts and theories of macro-economics with the real world.

- Understand the underlying concepts entailed in public finance.
- Be able to evaluate the primary functions of government in the economy.

Advertising I & II

OBJECTIVES

- To highlight the role of advertising for the success of brands and its importance within the marketing function of a company.
- It aims to orient learners towards the practical aspects and techniques of advertising.
- It is expected that this course will prepare learners to lay down a foundation for advanced post-graduate courses in advertising

OUTCOMES

On successful completion of this course the learner will

- Understand the role of advertising for the success of brands and its importance within the marketing function of a company.
- Understand the practical aspects and techniques of advertising.

Foundation Course III and IV

OBJECTIVES

- To develop a basic understanding about issues related to human right violations with reference to vulnerable groups (SCs, STs, Children, Women, Elderly, Disables and Minorities), legal and constitutional safeguards and redressal mechanism.
- To understand types of disasters i.e. natural and man-made, Impacts of disaster and how to deal with it (prevention, mitigation, rehabilitation and relief issues), disaster management act 2005.
- To understand the development of science, development of scientific temper towards technology and use of technology in daily life.

- To understand role of skills in career competition – human skills, administrative skills, communication skills and essential qualities, role of statement of purpose and resume (highlights of personal traits and achievements, convincing the reader that the applicant is the best candidate), role of group discussion and presentation (purposeful process by way of formal exchange of views on a particular issue, topic or situation), leadership skills and team building (role of team building is essential in today’s world (essentials for effective team building), leadership styles and characteristics

OUTCOMES

On successful completion of this course the learner will

- Develop a basic understanding about issues related to human right violations as well as legal and constitutional safe guards and redressal mechanism.
- Be able to understand various aspects of disasters and their management.
- Be able to develop and understanding of science and technology and develop scientific temper.
- Understand role of skills in career competition

Introduction to Management Accounting and Auditing

OBJECTIVES

- On the basis of previous knowledge encourage the students to solve practical problems
- To make them understand the difference between Accountancy and Financial management and Management Accounting
- Applying questioning skills to find the level of understanding
- Discussion of topics with the help of various examples to remove the difficulties related to subject topics.

OUTCOMES

On successful completion of this course the learner will

- Understand the difference between financial accounts and management accounting
- Use various tools to analyse financial statements and various methods of ratio analysis to evaluate the financial status of a company
- Understand the concept of working capital its estimation and projection.
- Understand the concept of capital budgeting and its process and techniques
- Understand the concept of auditing its principles and types, audit planning procedures and documentation
- Understand the concept of internal audit.
- Understand audit techniques like vouching and verification

SEMESTER V & VI

Financial Accounting and auditing VII & IX

OBJECTIVES

- The topics covered under the above course covers all that students needs to know when they join Corporate sector
- This course enables students to get insight into the company form of organization and its accounting
- Students are made aware of the latest trends in the accounting world and with specific reference to the Companies Act 2013

- Students are able to get first-hand information as regards the entries that are required to be passed for re-organization re-construction that companies may take up
- Students are made aware of the avenues that the companies take up for over capitalization or under capitalization
- Students are also in a position to record various investments made and its accounting thereby finding out the profitable and non-profitable investments

OUTCOMES

On successful completion of this course the learner will

- Become aware of the latest trends in the accounting world and with specific reference to the Companies act 2013
- Understand the entries that are required to be passed for re organization re construction that companies may take up
- Become aware of the avenues that the companies take up for over capitalization or under capitalization
- Understand how to record various investments made and its accounting thereby being able to distinguish between profitable and non-profitable investments

Financial Accounting and Auditing VIII and X

OBJECTIVES

- To make students understand the concept of Cost Accountancy
- To elaborate the topic by giving live examples, Industries where actual production takes place.
- To enable students to prepare Cost sheet.

- To motivate the students to solve the practical problems based on Cost Accountancy
- To encourage Students for class participation so that doubts related to topics get cleared.

OUTCOMES

On successful completion of this course the learner will

- Understand the concept of Cost Accountancy and how cost accounting records are to be maintained
- Know the various elements of cost that are incurred so as to arrive at the profitability
- Understand how marginal costing techniques helps in exports and reduction in prices.

Business Economics V and VI

OBJECTIVES

Business Economics V

- To build familiarity with major reforms implemented since 1991 and their continued impact on different sectors of Indian economy
- Create awareness and concern about some crucial issues like sustainable development, social infrastructure and foreign capital flows

Business Economics VI

- To familiarize the students with the principles of international trade and different aspects of Balance of Payments
- To introduce the students to the functioning of foreign exchange market and the determination of exchange rates

OUTCOMES

On successful completion of this course the learner will

- Understand the major reforms implemented since 1991 and be able to analyze their continued impact on different sectors of Indian economy
- Develop awareness and concern about some crucial issues like sustainable development, social infrastructure and foreign capital flows.
- Understand the principles of international trade and different aspects of Balance of Payments
- Understand the functioning of foreign exchange market and the determination of exchange rates

Commerce V and VI

OBJECTIVES

Commerce V (Marketing):

- To create awareness and develop marketing/selling skills among students.
- To understand 4P's of marketing & impact marketing decision making.

Commerce VI (Human Resource Management)

- To impart knowledge of HRM best practices, policies, theories to the students
- To create and develop overall employability of the students.

OUTCOMES

On successful completion of this course the learner will

- Develop marketing/selling skills among students.
- Understand and analyze how the 4P's of marketing impact marketing decision making.
- Understand HRM best practices, policies, theories.

Direct and Indirect Taxation I and II

OBJECTIVES

- To enable student to compute his own income tax in future
- To enable student to find out the tax implication of the profits which his/her employer has earned and is in a position to guide to some extent
- To enable student to file his own Return of income in future
- To enable student to work as a tax consultant by mastering the subject and thus can be self-employed.

OUTCOMES

On successful completion of this course the learner will:

- Be able to compute his own income tax in future
- Be able to find out the tax implication of the profits which his/her employer has earned
- Be able to file his own Return of income

Export Marketing I & II

OBJECTIVES

- To acquaint students with the basic conceptual understanding of Export Marketing and clarity of terminology used in Export Marketing.
- To highlight India's Export Marketing composition and direction of exports.
- To give an understanding of the international trading scenario.
- To acquaint students with India's current Foreign Trade Policy and its impact on export marketing.
- Incentives, assistance and institutional support available to Indian Exporters.
- To give an overview of distribution and promotion related decisions in export marketing

- To focus on the role of financial institutions in assisting exporters viz., Commercial Banks, EXIM Bank, SIDBI, etc.
- Clarity on procedures and documents used in Export Marketing.
- To give an overview of product and pricing related decisions in export marketing

OUTCOMES

On successful completion of this course the learner will

- Develop understanding of Export Marketing and clarity of terminology used in Export Marketing.
- Understand India's Export Marketing composition and direction of exports.
- Understand the international trading scenario.
- Be aware of India's current Foreign Trade Policy and analyze its impact on export marketing.
- Understand the Incentives, assistance and institutional support available to Indian Exporters.
- To analyze distribution and promotion related decisions in export marketing
- Be aware the role of financial institutions in assisting exporters viz., Commercial Banks, EXIM Bank, SIDBI, etc.

Computer Systems and Applications I and II

OBJECTIVES

- The aim is to provide students with an opportunity to develop understanding of the basic operations of a computer system and computer applications software.
- They would also be able to develop the skill of using computer applications software for solving problems.

OUTCOMES

On successful completion of this course the learner will

- Develop understanding of the basic operations of a computer system
- Develop understanding of computer applications software.
- Develop the skill of using computer applications software for solving problems.

Psychology of Human Behaviour at Work I and II

OBJECTIVES

- To impart knowledge and understanding of the basic concepts and modern trends in the field of Psychology of Human Behavior at Work and to foster interest in the field.
- To create awareness about the role and importance of psychological factors and processes in the world of work

OUTCOMES

On successful completion of this course the learner will

- Understand of the basic concepts of organizational behavior like motivation leadership attitudes and emotions.
- Be able to analyze the impact of psychological processes on behavior within organizations.
- Develop awareness about the role and importance of psychological factors and processes in the world of work



COURSE OBJECTIVES & OUTCOMES

BACHELOR OF COMMERCE (Accountancy & Finance)

PROGRAM AND PROGRAM SPECIFIC OUTCOMES

On successful completion of this program the student will be able to:

- Develop an in-depth knowledge, understanding and skills in Accountancy.
- Build a strong foundation of knowledge in different areas of Accountancy and Finance.
- Be able to apply concepts and techniques of Accounting and Finance in organizational settings.

Semester I

Financial Accounting (Elements of Financial Accounting)-I

OBJECTIVES

The objective of the course is to enable learners to :

- Make them learn about the various accounting standards and preparation of manufacturing final accounts and departmental accounting and hire purchase.
- Enable the learner to gain knowledge about the difference between manufacturing final account and trading final accounts and applicability of accounting standards in practical world.

OUTCOMES

On successful completion of this course the learner will

- Learn about the various accounting standards
- Know how to prepare manufacturing final accounts , departmental accounts and hire purchase
- Understand the difference between manufacturing final account and trading final accounts are different and
- Learn to apply accounting standards in practical world.

Cost Accounting (Introduction and Elements of cost)-I

OBJECTIVES

The objective of the course is to enable the learners to :

- Develop and understand and identify different types of cost of manufacturing industries.

- Enable learners to apply formulas to calculate sums.
- Keep the students updated with the latest information.
- Equip students with the necessary skills and knowledge.

OUTCOMES

On successful completion of this course the learner will:

- Understand and identify different types of cost of manufacturing industries.
- To know how to apply formulas to calculate various types of costs.

Financial Management (Introduction to Financial Management)-I

OBJECTIVES

The objective of the course is to :

- To develop understanding of various concept in finance such as Leverage, Cost of capital
- Make them aware about the finance terminologies which are used in daily basis
- To keep the students updated with the latest information.

OUTCOMES

On successful completion of this course the learner will:

- Develop understanding of various concept in finance such as Leverage , Cost on capital etc.
- Become aware about the finance terminologies which are used in daily basis

Business Communication - I

OBJECTIVES

The objective of the course is to :

- To provide an overview of requisites to Business Communication
- To impart effective interpersonal communication skills
- To provide an outline to effective organizational communication.
- To understand the correct practices of the strategies of effective business writing

OUTCOMES

On successful completion of this course the learner will

- Understand the requisites to Business Communication
- Develop effective interpersonal communication skills, skills that maximise team effectiveness, time management and effective problem solving
- Develop an outline to effective organizational communication.
- Understand the correct practices of the strategies of Effective Business writing

Foundation Course -I

OBJECTIVES

The objective of the course is to:

- To develop an understanding about issues related to human right violations.
- To develop insight into the democratic process.
- To prepare students for better social living.

OUTCOMES

On successful completion of this course the learner will:

- Develop an understanding about issues related to human right violations.
- Develop insight into the democratic process.

Commerce (Business Environment) -I

OBJECTIVES

The objective of the study is :

- To give students a brief idea about the business.
- To provide students encouragement and motivation towards becoming an entrepreneur.
- To acquaint students about the various aspects of business with regards to favourable & non-favourable business conditions, government's assistance etc.

OUTCOMES

On successful completion of this course the learner will

- Develop entrepreneurship skills
- Understand the world of business.
- Understand favourable and unfavourable business conditions

Business Economics-I

OBJECTIVES

The course studies the methods of economics into business which helps the business-man to take appropriate decision about his business. Business economics is a field in applied economics which uses economic theory and quantitative methods to analyze business enterprises and the factors contributing to the diversity of organizational structures and the relationships of firms with labour, capital and product markets. The study help students to analyse the business problems and to correct it through understanding economics tool into reality.

OUTCOMES

On successful completion of this course the learner will

- Understand the applications of economics to business
- Learn to use economic theory and quantitative methods to analyze business enterprises
- Understand the factors contributing to the diversity of organizational structures and the relationships of firms with labour, capital and product markets.
- Be able to analyse the business problems and to correct it through understanding economics tool into reality.

SEMESTER II

Financial Accounting (Special Accounting Areas)-II

OBJECTIVES

The objective of this course is :

- To inform the students about the basic concepts of financial accounting in relation to preparation of statements of loss to find actual claim in case of fire in an organization & also accounting in relation to Consignment A/c & branch accounting.
- To enable students to acquire the basic knowledge by means of combining theoretical cognitions and practical attitudes
- To enable them the understanding of concept of financial accounting.

OUTCOMES

On successful completion of this course the learner will

- Understand the basic concepts of financial accounting

- Prepare statements of loss to find actual claim in case of fire in an organization
- Prepare accounts in relation to Consignment and Branch accounting
- Able to combine theoretical cognitions and practical attitudes.

Auditing (Introduction and Planning)-I

OBJECTIVES

The objective of the course is to make learner:

- learn about conducting and planning of audit.
- learn about the process of valuation and verification of books of accounts followed during an audit.
- Understand to examine the records and prepare audit report the way auditors do.

OUTCOMES

On successful completion of this course the learner will

- Able to plan and conduct
- Understand the process of valuation and verification of books of accounts followed during an audit.
- Understand how the auditor examines the records and prepare his audit report.

Innovative Financial Services

OBJECTIVES

The objective of the course is to :

- Familiarize the learner with the concept of Financial Services and Financial intermediaries.
- Familiarize the learner about the various types of traditional Financial Services.

- Make the learner learn about the emerging financial services like consumer finance and the importance of credit rating in the light of globalization.

OUTCOMES

On successful completion of this course the learner will

- Understand the concept of Financial Services and Financial intermediaries.
- Be able to analyze various types of traditional Financial Services.
- Be able to understand the emerging financial services like consumer finance and the importance of credit rating in the light of globalization.

Business Communication-II

OBJECTIVES

The objective of the course is to :

- To provide an overview of the various channels and techniques of communication used in corporations
- To impart effective interpersonal communication skills, skills that maximize team effectiveness, time management and effective problem solving.
- To develop effective letter writing and report writing skills and the skillful use of other methods of business communication.

OUTCOMES

On successful completion of this course the learner will

- Understand the various channels and techniques of communication used in corporations
- Develop effective interpersonal communication skills, skills that maximize team effectiveness, time management and effective problem solving.
- Develop effective letter writing and report writing skills and learn the skillful use of other methods of business communication.

Foundation Course –II

OBJECTIVES

The objective of the course is to :

- To make students socially aware of the societal problems and to add to the growth not only theoretically but also practically. To keep the students updated with the latest information.
- To equip students with the necessary skills and knowledge.

OUTCOMES

On successful completion of this course the learner will

- Become aware of the issues and problems of the society in which they live.
- Develop a basic understanding of various aspects of human interactions like conflict and stress.

Business Law (Business Regulatory Framework)-I

OBJECTIVES

The objective of the course is to:

- Enable learners to develop fundamental knowledge about the laws which govern business operations
- Make learners aware of the regulatory framework within which business functions in India.

OUTCOMES

On successful completion of this course the learner will

- Develop fundamental knowledge about the laws which govern business operations

- Be able to know the regulatory framework within which business functions in India.

Business Mathematics

OBJECTIVES

The objective of the course is to enable the learner :

- To learn about the various business calculations for Profit and Loss in business,
- To understand how trade discount and cash discount are calculated in business.
- To have insights to interest rate and annuity calculations.
- To understand the concept of mutual funds.

OUTCOMES

On successful completion of this course the learner will

- Be able to perform the various business calculations for Profit and Loss in business.
- Be able to calculate trade discount and cash discount in business.
- Understand interest rate and annuity calculations.
- Understand mathematical aspects of mutual funds.

SEMESTER III

Financial Accounting (Special Accounting Areas) - III

OBJECTIVES

The objective of the course is :

- To develop an understand concept of partnership firm.
- To apply knowledge to solve the problems.

- To prepare students for prepare final accounts.
- To equip students with problem solving skills and knowledge.

OUTCOMES

On successful completion of this course the learner will

- Understand concept of partnership firm.
- Be able to prepare students final accounts.

Cost Accounting (Methods of Costing)-II

OBJECTIVES

The aim of the course is to equip students with skills and knowledge to:

- Identify and calculate different types of costs (direct, indirect, variable, and fixed costs).
- Distinguish between job-costing, process-costing, and joint-costing systems.

OUTCOMES

On successful completion of this course the learner will

- Able to identify and calculate different types of costs (direct, indirect, variable, and fixed costs).
- Distinguish between job-costing, process-costing, and joint-costing systems.

Taxation II (Direct Tax Paper - I)

OBJECTIVES

The aim of the course is to equip students with skills and knowledge to:

- Understand Investment planning.
- Understand Tax planning.
- Understand which income will be considered as taxable income

- Differentiate between deduction and expenses

OUTCOMES

On successful completion of this course the learner will

- Understand Investment planning.
- Be aware of Tax planning.
- Understand which income will be considered as taxable income
- Know the difference between deduction and expenses

Information Technology in Accountancy-I

OBJECTIVES

The objective of this course is to help students to learn new trends and in-depth knowledge of software, hardware and applications.

OUTCOMES

On successful completion of this course the learner will

- Learn new trends and in-depth knowledge of software, hardware and applications.
- Understand the use of Accounting software that lets process large amount of information quickly.

Foundation Course in Commerce(Financial Market Operations)-III

OBJECTIVES

The objective of the course

- to enable learner to understand the entire financial system with reference to specific aspects such as financial markets, financial instruments and financial services.

- to enable students to get acquainted with the structure and components of Indian financial system and its operations.

OUTCOMES

On successful completion of this course the learner will

- Understand the entire financial system
- Understand financial markets, financial instruments and financial services
- Know the structure and components of Indian financial system and its operations.

Business Law (Business Regulatory Framework)-II

OBJECTIVES

The objective of the course is to:

- Enable the student to understand the requirements of the working aspect of a Factory through Factories Act in India.
- Enable the student to understand requisites required to start a Partnership Business in India through Partnership Act
- Enable the student to understand the importance of starting a business with Limited Liability (LLP) a modern concept of business through Limited Liability Partnership

OUTCOMES

On successful completion of this course the learner will

- Understand the requirements of the working aspect of a Factory through Factories Act in India.
- Know the requisites required to start a Partnership Business in India through Partnership Act and

- Understand the importance of starting a business with Limited Liability (LLP) a modern concept of business through Limited Liability Partnership

Business Economics-II

OBJECTIVES

The Study of Macro-economics deals with the performance, structure, behavior, and decision-making of an economy as a whole. This includes regional, national, and global economies. It helps to understand the macro problems in economy and try to solve it by various economics tools. While macroeconomics is a broad field of study, there are two objectives of this course under Macroeconomics :

- an attempt to understand the causes and consequences of short-run fluctuations in national income (the business cycle), and
- an attempt to understand the determinants of long-run economic growth. The study help students to understand the macro level problem into the economy and to analyse those problems at micro level

OUTCOMES

On successful completion of this course the learner will

- Know the performance, structure, behavior, and decision-making of an economy as a whole.
- Understand regional, national, and global economies.
- Understand the macro problems in economy and try to solve it by various economics tools.

SEMESTER IV

Financial Accounting (Special Accounting Areas) – IV

OBJECTIVES

The objective of the course is to equip students:

- To develop an understanding of concept of company's final Accounting.
- To develop an understanding of foreign transactions.
- To apply knowledge to solve the problems.
- To prepare students in preparation of final accounts.
- To equip students with problem solving skills and knowledge.

OUTCOMES

On successful completion of this course the learner will

- Develop an understanding of concept of company's final A/c .
- Develop an understanding of foreign transactions.
- Learn to apply knowledge and prepare final accounts.

Management Accounting (Introduction to Management Accounting)

OBJECTIVES

The objective of the course; The Learner will learn:

- the concept of management accounting and the functions of a management accountant in the organization.
- about the techniques like trend, comparative, common-size and ratios for analyzing and comparing the financial statements.
- how the flow of cash from different types of business activities are recorded and analyzed.
- about the management of working capital requirement of the business.

OUTCOMES

On successful completion of this course the learner will

- know the concept of management accounting and the functions of a management accountant in the organization.
- Have knowledge about the techniques like trend, comparative, commonsize and ratios for analyzing and comparing the financial statements.
- Understand how the flow of cash from different types of business activities are recorded and analyzed.
- Be able to understand the management of working capital requirement of the business.

Taxation III (Direct Tax Paper - II)

OBJECTIVES

The objective of the course is to equip students :

- To understand and calculate the tax liability and rebate system.
- To understand concept of advance tax.
- To understand different types of return for individual assessee for income under different heads.
- To understand the concept of Double Taxation Avoidance Agreement and calculate the tax liability thereunder.

OUTCOMES

On successful completion of this course the learner will

- Be able to understand and calculate the tax liability and rebate system.
- Understand concept of advance tax.
- Know about types of return for individual assessee for income under different heads.

- Understand the concept of Double Taxation Avoidance Agreement and calculate the tax liability thereunder.

Information Technology in Accountancy-II

OBJECTIVES

The objective of the course is to provide knowledge about computerized accounting using accounting software like Tally ERP 9. , applications of IT in Business Process, Auditing , Accountancy and MIS

OUTCOMES

On successful completion of this course the learner will

- Learn computerized accounting using accounting software like Tally ERP 9.
- Understand the applications of IT in Business Process, Auditing ,Accountancy and MIS

Foundation Course in Management (Introduction to Management)-IV

OBJECTIVES

The objective of the course is :

- To provide students a basis of understanding with reference to working of Business Organizations through the process of Management.
- To inculcate the managerial skills of planning, organizing, and controlling and to teach the students how it can be executed in a variety of circumstances and apply concepts of strategic and tactical organizational planning.

OUTCOMES

On successful completion of this course the learner will

- Develop an understanding of the working of Business Organizations through the process of Management.
- Develop and apply the managerial skills of planning, organizing, and controlling
- Learn to apply concepts of strategic and tactical organizational planning.

Business Law (Company Law)-III

OBJECTIVES

The objective of the course is :

- To make students understand the rules and regulations of Incorporation of Companies, legalities of Shares and Debentures and Types of Companies.
- To make them understand the importance of registration for a startup

OUTCOMES

On successful completion of this course the learner will

- Learn the rules and regulations of Incorporation of Companies,
- Understand the legalities of Shares and Debentures
- Understand about different types of Companies.
- Learn and understand the importance of registration for a start-up

Research Methodology in Accounting and Finance

OBJECTIVES

The objective of the course is to enable students to :

- Understand the importance of research,

- how to conduct a research to become a research scholar and to achieve new heights in R&D.
- Progress in future to attend various international conferences and Excel in life

OUTCOMES

On successful completion of this course the learner will

- Understand the importance of research,
- Develop skills to conduct research.

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Semester V

Financial Accounting – V

OBJECTIVES

The objective of this course is to enable students:

- To develop an understanding of the concept of company.
- To apply knowledge to solve the problems.
- To prepare students for prepare final accounts.
- To equip students with problem solving and critical thinking skills and knowledge.

OUTCOMES

On successful completion of this course the learner will

- Develop an understanding of concept of company.
- Apply knowledge of concepts to solve the problems.
- Be able to prepare final accounts.

Subject: Financial Accounting-VI

OBJECTIVES

The objective of this course is to enable students to understand :

- Financial statements of banking companies.
- Revenue account, profit and loss account and balance sheet of insurance companies.
- And prepare statements of non-banking financial companies.
- Various methods of valuation of goodwill and valuation of shares.
- Statutory provisions of limited liability partnership.
- Financial statements of limited liability partnership.

OUTCOMES

On successful completion of this course the learner will

- Understand financial statements of banking companies.
- Understand revenue account, profit and loss account and balance sheet of insurance companies.
- Be able to prepare statements of non-banking financial companies
- Understand various methods of valuation of goodwill and valuation of shares.
- Know the statutory provisions of limited liability partnership.
- Prepare financial statements of limited liability partnership.

Subject: Cost Accounting- III

OBJECTIVES

The objective of this course is to enable students:

- To learn about uniform costing and how comparison can be made between similar firms with the help of ratios.
- To learn different cost accounting systems and methods

- To gain knowledge about which cost accounting system or method is suitable for a particular business concern.

OUTCOMES

On successful completion of this course the learner will

- Understand uniform costing
- Learn comparison between similar firms with the help of ratios.
- Understand different cost accounting systems and methods and learn to apply suitable methods

Financial Management-II

OBJECTIVES

The objective of this course is to enable students:

- To understand the concepts of dividend and capital structure.
- To understand capital budgeting and valuation techniques.
- To understand valuations of bonds and mutual funds.
- To Understand and analyze credit policy before giving credit

OUTCOMES

On successful completion of this course the learner will

- Understand the concepts of dividend and capital structure.
- Understand capital budgeting and valuation techniques.
- Know valuations of bonds and mutual funds.
- Be able to analyze credit policy before giving credit

Taxation IV (Indirect Taxes-II)

OBJECTIVES

The objective of this course is to enable students:

- To understand the applicability of GST
- To understand collection of revenue in the form of indirect tax.
- To understand the applicability of GST and supply on which it is applicable
- To understand the calculation of GST and claim Input tax credit

OUTCOMES

On successful completion of this course the learner will

- Understand the applicability of GST
- Understand how revenue is collected in the form of indirect tax.
- Know where GST is applicable and on which supply
- Learn to calculate GST and claim Input tax credit

Management-II(Management Applications)

OBJECTIVES

The objective of this course is to:

- Help students to gain an overall knowledge of practical applications of management.
- Enable students to understand the different ways management can be done in various fields.

OUTCOMES

On successful completion of this course the learner will

- Understand practical applications of management in real world.
- Understand the major departments where management is needed the most.

SEMESTER VI

Financial Accounting-VII

OBJECTIVES

The objective of this course is:

- To develop an understanding of concept of Investment and mutual funds. To apply knowledge to solve the problems. To prepare students for understand different investments.
- To equip students with problem solving and critical thinking skills and knowledge.

OUTCOMES

On successful completion of this course the learner will

- Develop an understanding of concept of Investment and mutual funds.
- Understand different investments.

Cost Accounting – IV

OBJECTIVES

The objective of this course is:

- To develop the knowledge of budgeting and apply the same in preparing various budgets.
- To gain knowledge about absorption costs and marginal costing and solve various problems.
- To get acquainted with various managerial decision making strategies.
- To study various standard costing methods and apply the same in real life

OUTCOMES

On successful completion of this course the learner will

- Develop the knowledge of budgeting and apply the same in preparing various budgets.
- Understand absorption costs and marginal costing and apply these concepts.
- Understand various managerial decision-making strategies.
- Understand and apply standard costing methods

Financial Management-III

OBJECTIVES

The objective of this course is to:

- Inform the students about the basic concepts of financial management and contemporary theory and policy in order to master the concepts, theories and technique of financial management,
- Acquaint students with the basic knowledge by means of combining theoretical cognitions and practical attitudes to enable them the understanding of financial problems in business practice.
- Offer the students relevant, systematic, efficient and actual knowledge of financial management that can be applied in practice with making financial decisions and resolving financial problems.

OUTCOMES

On successful completion of this course the learner will

- The objective of this course is to inform the students about the basic concepts of financial management and contemporary theory and policy in order to master the concepts, theories and technique of financial management, what represents the condition of profitable business operations and survival respectively development of business subjects and the economy as a whole.

- Students should acquire the basic knowledge by means of combining theoretical cognitions and practical attitudes to enable them the understanding of financial problems in business practice after completing the vocational studies.
- The purpose of the course is to offer the students relevant, systematic, efficient and actual knowledge of financial management that can be applied in practice with making financial decisions and resolving financial problems.

Taxation V (Indirect Taxes-III)

OBJECTIVES

The Objective of the course is to enable students :

- To get acquainted with custom law.
- To calculate tax on baggage.
- To understand the concept of Foreign Trade policy.
- To calculate custom duties.

OUTCOMES

On successful completion of this course the learner will

- Understand the concept of custom law.
- Know how to calculate tax on baggage
- Understand the concept of Foreign Trade policy.
- Know how to calculate custom duties.

Economics Paper - III (Indian Economy)

OBJECTIVES

Indian economy is termed as the developing economy of the world. The objective of the Course is to enable students to understand :

- The economic situation of Indian Economy.

- The various Indian economy problems and government policies to correct those problems.

OUTCOMES

On successful completion of this course the learner will

- Understand the economic situation of Indian Economy.
- Understand the various problems of the Indian economy
- Be aware of government policies to correct those problems.

Project work

OBJECTIVE

Project Work is a learning experience which aims to provide students with:

- understanding on how to carry out research and solve a research problem.
- understanding on how business research has to be carried.
- An opportunity to synthesise knowledge from various areas of learning, and critically and creatively apply it to real life situations.

OUTCOMES

On successful completion of this course the learner will

- Understand how to carry out research and solve a research problem.
- Will know how to synthesise knowledge from various areas of learning, and critically and creatively apply it to real life situations.



COURSE OBJECTIVES & OUTCOMES

BACHELOR OF MASS MEDIA (B.M.M.)



PROGRAM SPECIFIC & PROGRAM OUTCOMES

B.A. (M.M.C.)

BACHELOR OF ARTS IN MULTIMEDIA & MASS COMMUNICATION

On successful completion of this program the student will be able to

1. The program considers media industries and their relationship to culture and society, and the understanding of how communication works. The program emphasizes the development of critical thinking, professional writing skills and effective oral communication.
2. The Communication and Media Studies major prepares students for a wide variety of careers in business and industry, advertising, public relations and journalism, or advanced study.
3. This program will equip the learners with professional skills essential for making career in Entertainment industry, Cinema, Television, OTT Platforms, social media platforms etc.
4. Students would demonstrate the ability to apply rhetorical principles in a variety of creative, cinematic, organizational, professional and journalistic venues.
5. Knowledge, skills, and values that prepare them for future careers in our interconnected society, whether in mass media or advanced study.
6. Learners would develop a global awareness of political, social and corporate issues influenced by communication sensitivity and skills.
7. Learners will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns.
8. This programme will also give them an improved sense of self-confidence and self-efficacy and an awareness of their responsibilities as professionals in their field.
9. Learners will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.
10. They will be better equipped to grasp the complex relationship between communication/media theories and a diverse set of individual, social, and professional practices.
11. Learners will understand the underlying philosophical assumptions of, and be able to apply, communication research methods to address a range of media texts and audiences, production and technological practices, and relevant social issues.
12. Learners will comprehend the foundations, process, and practices of writing for and about the media, and demonstrate proficiency in writing across platforms.
13. Learners will be able to conceptualize, design, and produce one or more works in media based on effective principles and practices of media aesthetics for a target audience.
14. Learners will acquire the knowledge and skills required to pursue a career in the specialization of their choice.

SEMESTER I

Course code: BAMMEC-101

Effective Communication I

OBJECTIVES

The objective of the course is:

- To make the students aware of functional and operational use of language in media.
- To equip or enhance students with structural and analytical reading, writing and thinking skills.
- To introduce key concepts of communication

OUTCOMES

On successful completion of this course the learner will:

- Know how to make functional and operational use of language in media.
- Develop structural and analytical reading, writing and thinking skills.
- Understand key concepts of communications.

Course code: BAMMFC-102

Foundation Course I

OBJECTIVES

The objective of the course is :

- To introduce students to the overview of the Indian Society.
- To help them understand the constitution of India.
- To acquaint them with the socio-political problems of India

OUTCOMES

On successful completion of this course the learner will:

- Have an overview of the Indian Society.
- Understand some salient aspects of the constitution of India.
- Know the socio-political problems of India.

Course code: BAMMVC-103

Visual Communication

OBJECTIVES

The objective of the course is :

- To provide students with tools that would help them visualize and communicate.
- Understanding Visual communication as part of Mass Communication
- To acquire basic knowledge to be able to carry out a project in the field of visual communication.
- To acquire basic knowledge in theories and languages of Visual Communication
- The ability to understand and analyze visual communication from a critical perspective.

OUTCOMES

On successful completion of this course the learner will

- Be familiar with the tools that would help them visualize and communicate.
- Understand Visual communication as part of Mass Communication.
- Have basic knowledge to be able to carry out a project in the field of visual communication.
- Understand theories and languages of Visual Communication.
- Be able to analyze visual communication from a critical perspective.

Course code: BAMMFMC-104

Fundamentals of Mass Communication

OBJECTIVES

The objective of the course is :

- To introduce students to the history, evolution and the development of Mass Communication in the world with special reference to India.
- To make students study the evolution of Mass Media as an important social institution.
- To make students understand the development of Mass Communication models.
- To develop a critical understanding of Mass Media.

- To make students understand the concept of New Media and Media Convergence and its implications.

OUTCOMES

On successful completion of this course the learner will:

- Understand the history, evolution and the development of Mass Communication in the world with special reference to India.
- Know about the evolution of Mass Media as an important social institution.
- Understand the development of Mass Communication models.
- Develop a critical understanding of Mass Media.
- Understand the concept of New Media and Media Convergence and its implications.

Course code: BAMMCA-105

Current Affairs

OBJECTIVES

The objective of the course is :

- To provide learners with overview on current developments in various fields.
- To generate interest among the learners about burning issues covered in the media.
- To equip them with basic understanding of politics, economics, environment and technology so that students can grasp the relevance of related news.

OUTCOMES

On successful completion of this course the learner will:

- Have an overview on current developments in various fields.
- Develop an interest and awareness about among burning issues covered in the media.
- Be equipped with basic understanding of politics, economics, environment and technology so that they can grasp the relevance of related news.

Course code: BAMMHM-106

History of Media

OBJECTIVES

The objective of the course is :

- To enable learner to understand Media history through key events in the cultural history.
- To enable the learner to understand the values that shaped and continues to influence Indian mass media.
- To enable the Learner to develop the ability to think and analyze about media.
- To sharpen the reading, writing, speaking and listening skills that will help the students to understand the development of Media.

OUTCOMES

On successful completion of this course the learner will:

- Be able to understand Media history through key events in the cultural history.
- Understand the values that shaped and continues to influence Indian mass media.
- Be able to think and analyze about media.
- Develop sharper reading, writing, speaking and listening skills

SEMESTER II

Course code: BAMMEC-201

Effective Communication II

OBJECTIVES

The objective of the course is :

- To make the students aware of use of language in media and organization.
- To equip or enhance students with structural and analytical reading, writing and thinking skills.
- To introduce key concepts of communications.

OUTCOMES

On successful completion of this course the learner will:

- Develop awareness of use of language in media and organization.
- Develop structural and analytical reading, writing and thinking skills.
- Know key concepts of communications.

Course code: BAMMFC-202

Foundation Course

OBJECTIVES

The objective of the course is :

- To introduce students to the overview of the Indian Society.
- To help them understand the constitution of India.
- To acquaint them with the socio-political problems of India.

OUTCOMES

On successful completion of this course the learner will:

- Have an overview of the Indian Society.
- Understand the salient aspects of the constitution of India.
- Know the socio-political problems of India.

Course code: BAMMCW-203

Content Writing

OBJECTIVES

The objective of the course is :

- To provide students with tools that would help them communicate effectively.
- To make students understand crisp writing as a part of Mass Communication.
- To develop in students the ability to draw the essence of situations and develop clarity of thought.

OUTCOMES

On successful completion of this course the learner will:

- Know the tools that would help them communicate effectively.
- Have an understanding of crisp writing as part of Mass Communication.
- Develop the ability to draw the essence of situations and develop clarity of thought.

Course code: BAMMID-204

Introduction to Advertising

OBJECTIVES

The objective of the course is :

- To provide the students with basic understanding of advertising, growth, importance and types.
- To make students understand effective advertisement campaigns, tools, models etc.

- To make students comprehend the role of advertising, various departments, careers and creativity.
- To provide students with various advertising trends and future.

OUTCOMES

On successful completion of this course the learner will:

- Develop a basic understanding of advertising, growth, importance and types.
- Understand effective advertisement campaigns, tools, models etc.
- Comprehend the role of advertising, various departments, careers and creativity.
- Have an insight into various advertising trends and future.

Course code: BAMMIJ-205

Introduction to Journalism

OBJECTIVES

The objective of the course is :

To help media students to acquaint themselves with an influential medium of journalism that holds the key to opinion formation & to create awareness.

OUTCOMES

On successful completion of this course the learner will

- Be acquainted with an influential medium of journalism
- Understand how the medium is used for opinion formation & to create awareness.

Course code: BAMMMGC-206

Media Gender & Culture

OBJECTIVES

The objective of the course is :

- To discuss the significance of culture and the media industry.
- To understand the association between the media, gender and culture in the society.
- To stress on the changing perspectives of media, gender and culture in globalized era.

OUTCOMES

On successful completion of this course the learner will

- Understand the significance of culture and the media industry.

- Understand the association between the media, gender and culture in the society.
- Analyse the changing perspectives of media, gender and culture in the globalized era.

SEMESTER III

Introduction to Advance Computers

OBJECTIVES

The objective of the course is :

- To equip the students with an understanding of industry knowledge required to make a career in the field of print and Advertising, Digital Marketing, Television media, Film etc.
- To train them with the software knowledge required in the above-mentioned Industries

OUTCOMES

On successful completion of this course the learner will:

- Have an understanding of industry knowledge required to make a career in the field of print and Advertising, Digital Marketing, Television media, Film etc.
- Know about the software knowledge required in the above-mentioned Industries.

Understanding Cinema

OBJECTIVES

The objective of the course is :

- To sensitize the students towards Cinema as a medium of Mass Communication and help them to become critical viewers of movies today.
- To make students study the similarities and differences between various movie cultures.
- To make students study Indian cinema through its similarities and differences with both Indian & Western traditions of art and culture.
- To provide students practical exercises in the paper for internal marks.
- To enable students to study cinema by watching through an open-ended list of movies.

OUTCOMES

On successful completion of this course the learner will:

- Understand Cinema as a medium of Mass Communication and become critical viewers of movies today. a. From A Personal Point of View b. From A Social Point of View c. From A Business Point of View (in context of Box Office Success)
- Develop a contextual understanding of similarities and differences between various movie cultures.
- Analyze Indian cinema through its similarities and differences with both Indian & Western traditions of art and culture.
- Understand certain salient technological aspects of movie making.

Introduction to Public Relations

OBJECTIVES

The objective of the course is :

- To prepare students for effective & ethical public communication on behalf of organizations.
- To help students acquire basic skills in the practical aspects of Media Relations & Crisis Management.
- To equip students with basic skills to write & develop Press Release & other PR communication.
- To equip students to design a PR campaign.

OUTCOMES

On successful completion of this course the learner will:

- Develop effective & ethical public communication on behalf of organizations.
- Acquire basic skills in the practical aspects of Media Relations & Crisis Management.
- Develop basic skills to write & develop Press Release & other PR communication.
- Prepare a PR campaign.

Media Studies

OBJECTIVES

The objective of the course is :

- To expose students to the well-developed body of media theory and analysis.
- To foster analytical skills that will allow them to view the media critically.

OUTCOMES

On successful completion of this course the learner will:

- Be exposed to the well-developed body of media theory and analysis.
- Develop better analytical skills to view the media critically.

Introduction to Creative Writing

OBJECTIVES

The objective of the course is :

- To encourage students to read stories, poems, plays.
- To develop further and build upon the writing and analytical skills acquired in Semesters I & II.
- To acquaint students with basic concepts in literary writing.
- To prepare students to write for media.

OUTCOMES

On successful completion of this course the learner will:

- Develop an interest in reading stories, poems, plays
- Develop the writing and analytical skills acquired.
- Know the basic concepts in literary writing.
- Acquire skills to write for media.

Cultural Studies

OBJECTIVES

The objective of the course is :

- To create awareness on cultural theories and its relevance in media
- To discuss the importance of cultural studies and its role in mass media.
- To understand the cultural concepts and its impact on the media.

OUTCOMES

On successful completion of this course the learner will:

- Develop awareness on cultural theories and its relevance in media.
- Understand the importance of cultural studies and its role in mass media.

- Understand the cultural concepts and its impact on the media.

SEMESTER IV

Mass Media Research OBJECTIVES

The objective of the course is :

- To introduce students to debates in Research approaches and equip them with tools to carry on research.
- To make students understand the scope and techniques of media research, their utility and limitations.

OUTCOMES

On successful completion of this course the learner will:

- Understand research approaches and equip them with tools to carry on research.
- Understand the scope and techniques of media research, their utility and limitations.

Organisational Behaviour OBJECTIVES

The objective of the course is :

- To make the learner understand the promotional tools available for marketing of products by the organisation and to provide understanding of the elements of Integrated Marketing Communication.
- To make the learner aware about the significance of Integrated Marketing Communication by the organisation for survival in current market conditions.

OUTCOMES

On successful completion of this course the learner will:

- To understand the basic concepts and facets of organizational behaviour.
- To highlight the role of psychological factors & process at work.
- To foster management skills among students.

Introduction to Advertising OBJECTIVES

The objective of the course is :

1. To introduce Students to the basic steps in advertising

2. To help students understand the creations of an ad campaign
3. To make students understand the structure of an Ad Agency.

OUTCOMES

On successful completion of this course the learner will:

- Know the basic steps in advertising.
- Understand the creations of an ad campaign.
- Understand the structure of an Ad Agency.

Radio and Television

OBJECTIVES

The objective of the course is to acquaint students with the working of two powerful media i.e. radio and television. The content is useful for both advertising and journalism students in order to further their careers in their respective fields.

On successful completion of this course the learner will:

- Be acquainted with the working of two powerful media i.e. radio and television.

Introduction to Journalism

OBJECTIVES

The objective of the course is to help media students to acquaint themselves with an influential medium of journalism which holds the key to opinion formation & create awareness.

OUTCOMES

On successful completion of this course the learner will

- Be acquainted with an influential medium of journalism
- Understand how the medium is used for opinion formation & to create awareness.

Print Production and Photography

OBJECTIVES

The objective of the course is to help students understand the principles and practice of photography and enable them to enjoy photography as an art.

OUTCOMES

On successful completion of this course the learner will be able:

- To understand the principles and practice of photography.
- To enable students to enjoy photography as an art.

SEMESTER V

Copywriting OBJECTIVES

The objective of the course is :

- To familiarize the students with the concept of copywriting as selling through writing.
- To enable students learn the process of creating original, strategic, compelling copy for various media.
- To train students to generate, develop and express ideas effectively.
- To enable students learn the rudimentary techniques of advertising - headline and body copywriting.

OUTCOMES

On successful completion of this course the learner will:

- Understand the concept of copywriting as selling through writing
- Know the process of creating original, strategic, compelling copy for various media.
- Be able to generate, develop and express ideas effectively.
- Understand the rudimentary techniques of advertising - headline and body copywriting.

Media Planning and Buying OBJECTIVES

The objective of the course is :

- To develop knowledge of various characteristics of media.
- To understand procedures, requirements, and techniques of media planning and buying.
- To learn the various media mix and its implementation.
- To understand budget allocation for a Media plan.

OUTCOMES

On successful completion of this course the learner will:

- Develop knowledge of various characteristics of media.
- Understand procedures, requirements, and techniques of media planning and buying.

- Know the various media mix and its implementation.
- Understand budget allocation for a Media plan.

Consumer Behaviour OBJECTIVES

The objective of the course is :

- To understand role of marketing in influencing consumer behaviour.
- To analyse the role of marketer & the consumer in advertising.
- To sensitize the students to the changing trends in consumer behaviour.

OUTCOMES

On successful completion of this course the learner will:

- Understand role of marketing in influencing consumer behaviour.
- Be able to analyze the role of marketer & the consumer in advertising.
- Develop sensitivity to the changing trends in consumer behaviour.

Brand Building OBJECTIVES

The objective of the course is :

- To study the concept of Brands.
- To study the process of building brands.
- To study its importance to the consumer and advertisers.

OUTCOMES

On successful completion of this course the learner will:

- Understand the concept of Brands.
- Understand the process of building brands.
- Understand the importance of brands to the consumer and advertisers.

Advertising in Contemporary Society OBJECTIVES

The objective of the course is :

- To make students understand the environment in Contemporary Society.
- To make students understand Liberalization and its impact on the economy
- To study contemporary advertising and society.

OUTCOMES

On successful completion of this course the learner will:

- Understand the environment in Contemporary Society.
- Understand Liberalization and its impact on the economy.
- Acquire knowledge about contemporary advertising and society.

Ad Design OBJECTIVES

The objective of the course is :

- To make students understand the process of planning & production of advertisement.
- To highlight the importance of visual communication.
- To provide practical training in the field of advertising.

OUTCOMES

On successful completion of this course the learner will:

- Understand the process of planning & production of advertisement.
- Understand the importance of visual communication.
- Develop practical knowledge in the field of advertising.

SEMESTER VI

Financial Management for Marketing and Advertising OBJECTIVES

The objective of the course is:

- To provide a brief overview of the basic concepts, goals functions and types of finance available for new and existing business and marketing units.
- To enable the understanding of the need for financial planning through Budgets and their benefits.
- To enable students to evaluate the financial implications of marketing decisions through simple analytical tools.

OUTCOMES

On successful completion of this course the learner will

- Understand the basic concepts, goals functions and types of finance available for new and existing business and marketing units.
- Understand the need for financial planning through Budgets and their benefits.
- Learn to evaluate the financial implications of marketing decisions through simple analytical tools.

The Principles & Practice of Direct Marketing

OBJECTIVES

The objective of the course is to enable learners:

- To understand the concept and importance of Direct Marketing.
- To understand the various techniques of direct marketing and its advantages.

OUTCOMES

On successful completion of this course the learner will:

- Understand the concept and importance of Direct Marketing.
- Understand the various techniques of direct marketing and its advantages.

Agency Management

OBJECTIVES

The objective of the course is :

- To acquaint the students with concepts, techniques for developing an effective advertising campaign.
- To familiarize students with the different aspects of running an ad agency.
- To inculcate competencies to undertake professional work in the field of advertising.

OUTCOMES

On successful completion of this course the learner will:

- Understand concepts, techniques for developing an effective advertising campaign.
- Know the different aspects of running an ad agency.
- Be able to undertake professional work in the field of advertising.

Advertising And Marketing Research

OBJECTIVES

The objective of the course is :

- To inculcate the analytical abilities and research skills among the students.
- To make students understand research methodologies – Qualitative vs Quantitative.
- To acquaint students with the foundations of Research and audience analysis that is imperative to successful advertising.
- To make students understand the scope and techniques of Advertising and Marketing research, and their utility.

OUTCOMES

On successful completion of this course the learner will:

- Develop analytical abilities and research skills.
- Understand research methodologies – Qualitative vs Quantitative
- Understand the foundations of Research and audience analysis that is imperative to successful advertising.
- Understand the scope and techniques of Advertising and Marketing research, and their utility.

Legal Environment & Advertising Ethics

OBJECTIVES

The objective of the course is :

- To acquaint students to the Legal Environment in contemporary India highlighting the relevance of the same with reference to Advertising media.
- To emphasize & reiterate the need to have ethical practices in the field of advertising media both in India & internationally.
- To appreciate the role of advertising in contemporary consumerism, the need for consumer awareness & consumer protection.
- To understand advertising as a profession today & how to protect it and the future of advertising.

OUTCOMES

On successful completion of this course the learner will:

- Be acquainted with the Legal Environment in contemporary India highlighting the relevance of the same with reference to Advertising media.
- Understand the need to have ethical practices in the field of advertising media both in India & internationally.
- Appreciate the role of advertising in contemporary consumerism, the need for consumer awareness & consumer protection.
- Understand Advertising as a profession today & how to protect it and the future of advertising.

Contemporary Issues OBJECTIVES

The objective of the course is to enable the learner :

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

OUTCOMES

On successful completion of this course the learner will:

- Be able to understand and analyse some of the present day environmental, political, economic and social concerns and issues.
- Understand the importance of human rights and its implementation in India.
- Understand the present day problems and challenges and its implications on Development.

Digital Media OBJECTIVES

The objective of the course is to enable learners to understand :

- Digital marketing platform.
- The key goals and stages of digital campaigns.
- The of use key digital marketing tools.
- And learn to develop digital marketing plans.

OUTCOMES

On successful completion of this course the learner will:

- Understand digital marketing platform.
- Understand the key goals and stages of digital campaigns.
- Understand the of use key digital marketing tools.
- Be able to develop digital marketing plans.



COURSE OBJECTIVES & OUTCOMES

BACHELOR OF MANAGEMENT STUDIES (B.M.S.)

PROGRAM & PROGRAM SPECIFIC OUTCOMES

On successful completion of this program the student will be able to:

- Acquire knowledge about management practices which facilitate them to become effective professionals.
- Be capable to pursue higher studies in diverse fields of management such as media studies, business administration, human resource management and financial management.

Semester I

Elective Course

Introduction to Financial Accounting

OBJECTIVES

The objectives of the course are:

- To understand and apply the theoretical aspects of accounting methods used for collecting, recording and reporting financial information.
- To analyse and interpret the financial environment in which accounting information is used in managing a business.
- To apply accounting and financial management decision-making techniques to practical situations that is likely to be encountered by a manager.

OUTCOMES

On successful completion of this course the learner will

- Be able to analyse finance from accounting perspective.
- Understand the basics of finance with the help of accounts.

Elective Course

Business Law

OBJECTIVES

Objectives of the course :

- It will help to demonstrate an informed understanding of the law and social responsibility relevant to managing an organization domestically and internationally.
- Learners will be able to explain the corporate governance system, including the law related to agency
- Learners will be able to explain how those in control of the organization's assets, operations and management take into consideration the company's local and global impacts on society and the environment informed by the opinions of multiple affected stakeholders in their decision making.

OUTCOMES

On successful completion of this course the learner will

- Understand the requirements of the working aspect of a Factory through Factories Act in India.
- Know the requisites required to start a Partnership Business in India through Partnership Act
- Understand the importance of starting a business with Limited Liability (LLP) a modern concept of business through Limited Liability Partnership.

Elective Course
Business Statistics
OBJECTIVES

The objective of the course is to enable students to :

- Understand the study of statistics to understand the business.
- Understand the quantitative aspect of the business.
- Understand the quantitative formulae and calculations necessary for any business.
- It also helps the managers to understand the co-relation of different variables of his business

OUTCOMES

On successful completion of this course the learner will

- Understand statistics which can help to understand the business well.
- Understand the quantitative aspect of the business.
- Learn to apply various quantitative formulae and calculations necessary for any business.

Ability Enhancement Compulsory Course
Business Communication - I
OBJECTIVES

The objective of the course is:

- To provide students with equal opportunity to speak and write.
- To balance the delivery of oral and written components of communication skills.
- To groom the potential managers with the basic qualities, skill set, traits required by a good leader.

OUTCOMES

On successful completion of this course the learner will

- Have a basic idea about presentation and communication skills.
- Understand the ways and means of communication.
- Learn to reduce the barriers and establish effective communication.

Skill Enhancement Course

Foundation Course – I

OBJECTIVES

The objective of the course is to enable students to :

- Gain general awareness of our country.
- Understand the systems and hierarchy of a particular country.
- Provide an overall knowledge on the external and internal factors that affect the working of any business, political system and natural environment.

OUTCOMES

On successful completion of this course the learner will

- Develop a general awareness of our country.
- Understand the systems and hierarchy of a particular country very well.
- Gain overall knowledge on the external and internal factors that can affect the working of any business, political system and natural environment.

Core Course

Foundation of Human Skills

OBJECTIVES

The objective of the course is to:

- To understand the basic behaviour pattern of humans, the most important resource of a business and to deal with them in a apt manner.
- It helps in dealing and negotiating with different kinds of human nature and greater awareness of the human behaviour.

OUTCOMES

On successful completion of this course the learner will

- Understand the psychological aspect of skills
- Develop the skills needed to succeed in organizational life

Core Course
Business Economics – I
OBJECTIVES

The objective of the course is to enable students to :

- Gain the basic knowledge of the economy and the terms related to the same.
- Understand the economic environment and purchasing power of an economy.

OUTCOMES

On successful completion of this course the learner will

- Acquire basic knowledge of the economy and the terms related to the same.
- Understand the economic environment and purchasing power of an economy.

SEMESTER II

Elective Course
Principles of Marketing
OBJECTIVES

The objective of the course is to enable students to :

- Understand the basic concepts in marketing applicable to business.
- Analyse critically, the marketing theories and concepts and understand their relevance in perspective to current business scenario in India.
- Develop basic marketing skills among students in order to cater to the needs of marketing industry.

OUTCOMES

On successful completion of this course the learner will

- Understand basic concepts in marketing applicable to business.
- Be able to critically analyse the marketing theories and concepts and understand their relevance in perspective to current Business Scenario in India.
- Develop basic marketing skills among students in order to cater to the needs of marketing industry.

Elective Course

Industrial Law

OBJECTIVES

- The subject should be taught keeping in mind that the BMS students will be joining the industry, therefore the emphasis should be on the practical aspect and uses of Industrial Law by the organization.
- To sensitize the students to the tasks of industrial relations
- To familiarize them with the current IR practice

OUTCOMES

On successful completion of this course the learner will

- Learn the rules and regulations of Industry and Factories,
- Understand the legalities of Trade Union, Payment of Wages, Compensation and Bonus.

Elective Course

Business Mathematics

OBJECTIVES

The objective of the course is:

- To provide students with reinforcement of mathematical computations
- To challenge the student to understand how to process and interpret information to arrive at logical conclusions to common business math applications.
- To develop proficiency in the application to solve business math problems.

OUTCOMES

On successful completion of this course the learner will

- Understand mathematical computations.
- Understand how to process and interpret information to arrive at logical conclusions to common business math applications.
- Develop proficiency in the application to solve business math problems.

Ability Enhancement Compulsory Course

Business Communication-II

OBJECTIVES

The objective of the course is :

- To provide an overview of the various channels and techniques of communication used in corporations
- To impart effective interpersonal communication skills, to maximise team effectiveness, time management and effective problem solving
- To develop effective letter writing and report writing skills and the skilful use of other methods of business communication

OUTCOMES

On successful completion of this course the learner will

- Have an overview of the various channels and techniques of communication used in corporations
- Develop effective interpersonal communication skills,
- Learn skills that maximise team effectiveness, time management and effective problem solving
- Develop effective letter writing and report writing skills and the skilful use of other methods of business communication.

Skill Enhancement Course

Foundation Course II

OBJECTIVES

The objective of the course is to enable students to understand various areas of disciplines such as Sociology, Economic, Political science and Psychology.

The objective is also to enable students to understand the various important revolution and changes amongst those disciplines which are positive as well as negative and its impact on human being.

OUTCOMES

On successful completion of this course the learner will

- Be able to analyse the issues of our society and environment.
- Understand the fundamental political process operational in our country.
- Understand and analyse issues related to diversity in the country
- Understand certain basic aspects of human behaviour and personality.

Core Course

Business Environment

OBJECTIVES

- The basic objective of the course is to develop understanding and provide knowledge about business environment to the management students.

- To promote basic understanding on the concepts of Business Environment and to enable them to realize the impact of environment on Business.
- The provide knowledge about the Indian and international business environment..

OUTCOMES

On successful completion of this course the learner will

- Understand the basic concepts of environment applicable to business.
- Critically analyse the internal and external environmental factors that can affect a business completely.

Core Course

Principles of Management

OBJECTIVES

The objective of the course is:

- To provide a basis of understanding to the students with reference to working of Business Organizations through the process of Management.
- To inculcate the managerial skills of planning, organizing, and controlling and to teach how it can be executed in a variety of circumstances and apply concepts of strategic and tactical organizational planning.

OUTCOMES

On successful completion of this course the learner will

- Understand about the term- management
- Understand the various functions of management.
- Develop awareness about the tools and techniques used for effective management.

SEMESTER III

Finance Elective Course

Corporate Finance

OBJECTIVES

The objective of the course is to enable students to :

- Develop a conceptual framework of finance function

- Get acquainted with the tools, techniques and process of financial management in the realm of financial decision making.
- Understand the core concepts of corporate finance and its importance in managing a business..

OUTCOMES

On successful completion of this course the learner will

- Develop a conceptual framework of finance function
- Know the tools techniques and process of financial management in the realm of financial decision making.
- Understand the core concepts of corporate finance and its importance in managing a business..

Finance Elective Course

Equity & Debt Market

OBJECTIVES

The objective of the course is to enable students to understand the evolution of various aspects of financial markets which in turn help them in framing the financial policies, development of financial instruments and processes and evolving the strategies in crisis.

OUTCOMES

On successful completion of this course the learner will

- Understand the evolution of various aspects of financial markets
- Understand the framing of financial policies, development of financial instruments and processes and evolving the strategies in crisis.

Marketing Elective Course

Advertising

OBJECTIVES

The objective of this course is to provide a comprehensive survey of basic principles and practices of advertising that emphasizes creative/media strategy decision processes and historical, social, and economic influences. This course will provide a foundation for advanced advertising courses.

OUTCOMES

Upon completion of this course, the successful student should be able to:

- Understand the concept of advertising.
- Explain the different job functions and responsibilities of those employed in advertising.
- Recognize some of the social and ethical implications of advertising.
- Explain the methods used in marketing and advertising research.
- Explain the role of marketing and advertising planning.

Marketing Elective Course

Consumer Behaviour

OBJECTIVES

The objectives of this course are

1. To provide you with a solid conceptual base for understanding the behaviour of consumers within society and the marketplace.
2. To develop your abilities to apply consumer behaviour concepts to marketing problems that are likely to involve consumer consumption, with identity and lifestyle implications.
3. To extend your understanding of research methodologies that can be used to investigate consumer behaviour and guide managerial decision-making.

OUTCOMES

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

1. understand the behaviour of consumers within society and the marketplace.
2. apply consumer behaviour concepts to marketing problems that are likely to involve consumer consumption, with identity and lifestyle implications.
3. understand research methodologies that can be used to investigate consumer behaviour and guide managerial decision-making.

Ability Enhancement Course
Information Technology in Business Management-I
OBJECTIVES

The objective of the course is to enable students to :

- Recognize security aspects of IT in business, highlighting electronic transactions, advanced security features.
- Learn basic concepts, its support and role in Management for managers.

OUTCOMES

On successful completion of this course the learner will

- Learn to recognize security aspects of IT in business,
- Understand electronic transactions, advanced security features.
- Learn basic concepts, its support and role in Management for managers. Know the difference between deduction and expenses

Core Course
Foundation Course -III (Environmental Management)
OBJECTIVES

The objective of the course is to enable students :

- To study about the management of environment in an effective manner.
- To inculcate the importance and role of environment in the world.

OUTCOMES

On successful completion of this course the learner will

- Learn about the management of environment in an effective manner.
- Understand the importance and role of environment in the world.

Core Course
Business Planning & Entrepreneurial Management
OBJECTIVES

The objective of the course is to:

- Introduce students to entrepreneurship
- Develop entrepreneurship skills among the students
- Prepare students to take the responsibility of full line of management function of a company with special reference to SME.

OUTCOMES

On successful completion of this course the learner will

- Be introduced to entrepreneurship.
- Develop entrepreneurship skills
- Be able to take the responsibility of full line of management function of a company with special reference to SME.

Core Course

Accounting for Managerial Decisions

OBJECTIVES

The objective of the course is :

- To acquaint students with basic accounting fundamentals.
- To explain the core concepts of business finance and its importance in managing a business.

OUTCOMES

On successful completion of this course the learner will

- Learn basic accounting fundamentals.
- Understand the core concepts of business finance and its importance in managing a business.

Core Course

Strategic Management

OBJECTIVES

The objective of the course is to enable students to :

- Critically examine the management of the entire enterprise from the top management viewpoints.
- Understand the corporate level policy and strategy formulation areas.

OUTCOMES

On completion of this course the learner will

- Learn to critically examine the management of the entire enterprise from the top management viewpoints.
- Understand corporate level policy and strategy formulation areas.

SEMESTER IV

Finance Elective Course Financial Institutions and Markets

OBJECTIVES

The objective of the course:

- To enable students to understand the core concepts of business finance and its importance in managing a business.
- To develop a conceptual framework of finance function
- To acquaint students with the tools, types, instruments of financial system in the realm of Indian Financial Market.

OUTCOMES

On completion of this course the learner will

- Understand the core concepts of business finance and its importance in managing a business.
- Develop a conceptual framework of finance function and to acquaint the participants with the tools, types, instruments of financial system in the realm of Indian Financial Market.

Finance Elective Course Strategic Cost Management

OBJECTIVES

Objective of the course, to enable the learners to:

- Define various aspects of cost management from strategic perspective
- Explain the process of strategic cost management
- Understand about the framework of strategic cost management and its objectives
- Understand the concepts of strategic positioning and role of SCM in it

OUTCOMES

On completion of this course the learner will

- Be able to define various aspects of cost management from strategic perspective
- Be able to explain the process of strategic cost management
- Understand about the framework of strategic cost management and its objectives
- Understand the concepts of strategic positioning and role of SCM in it

Marketing Elective Course
Integrated Marketing Communication
OBJECTIVES

The objective of the course is to help students understand the principles and practices of marketing communications, involving tools used by marketers to inform consumers and to provide a managerial framework for integrated marketing communications planning.

OUTCOMES

Upon completion of this course, the successful student should be able to:

- Quickly understand a company and its marketing communications activities
- Thoroughly describe a range of media and methods available to marketers
- Clearly argue a point of view regarding marketing communications
- Demonstrate a comprehensive understanding of Marketing Communications theories

Marketing Elective Course
Event Management
OBJECTIVES

The objective of the course is to prepare students for entry level employment in events planning and or meeting management. The content includes the principles and practices of sound public relations, planning and organizing events, meetings, conferences, or conventions, and prepares students for employment opportunities with trade and professional associations, consulting firms, non-profit organizations, and corporations. Integrated throughout this course are career preparation standards, which include basic academic skills, communication, interpersonal skills, problem solving, workplace safety, technology, and employment literacy.

OUTCOMES

Upon completion of this course, the successful student should be able to:

- Prepare a budget for an event or meeting.
- Promote an event or meeting.
- Accommodate essential housing, transportation, food, entertainment, and communications needs for an event or meeting.
- Communicate effectively with clients, vendors, and support service personnel for an event or meeting.
- Employ effective negotiation techniques in meeting arrangements.
- Discuss legal issues pertaining to meeting management, such as liability, insurance, and confirmation letters.

Recognize ethical issues in events planning/meeting management practices

Ability Enhancement Course

Information Technology in Business Management-II

OBJECTIVES

The objective of the course is to enable students to :

- Understand functional area of MIS and to gain the knowledge of DSS.
- Provide conceptual study of ERP, CRM and supply chain management. This module provides understanding of trends in enterprise application.
- Learn and understand relationship between database management and data warehouse approaches, the requirement and application of data warehouse.
- Learn the outsourcing concepts, BPO/KPO industries and their structure, and overview of cloud computing,

OUTCOMES

On completion of this course the learner will

- Understand functional area of MIS gain the knowledge of DSS.
- Understand ERP, CRM and supply chain management.
- Understand trends in enterprise application.
- Understand relationship between database management and data warehouse approaches, the requirement and application of data warehouse.
- Understand the outsourcing concepts. BPO/KPO industries and their structure, overview of cloud computing,

Core Course

Foundation Course – IV (Ethics and Governance)

OBJECTIVES

The objective of the course is to enable students to :

- Understand the significance of ethics and ethical practices in businesses
- Learn the applicability of ethics in functional areas like marketing, finance and human resource management.
- Understand the emerging need and growing importance of good governance and CSR
- Study the ethical business practices, CSR and Corporate Governance practiced by various organisation.

OUTCOMES

On completion of this course the learner will

- Understand the significance of ethics and ethical practices in businesses which are indispensable for progress of a country.
- Understand the applicability of ethics in functional areas like marketing, finance and human resource management.
- Understand the emerging need and growing importance of good governance and CSR by organisation and to study the ethical business practices, CSR and Corporate Governance practiced by various organisation.

Core Course

Business Economics – II

OBJECTIVES

The objective of the course is to enable students to :

The Study of Macro-economics deals with the performance, structure, behaviour, and decision-making of an economy as a whole. This includes regional, national, and global economies. It helps to understand the macro problems in economy and try to solve it by various economics tools. While macroeconomics is a broad field of study, there are two objectives of this course under Macroeconomics :

- an attempt to understand the causes and consequences of short-run fluctuations in national income (the business cycle), and
- an attempt to understand the determinants of long-run economic growth. The study help students to understand the macro level problem into the economy and to analyse those problems at micro level

OUTCOMES

On completion of this course the learner will

- Understand the performance, structure, behaviour, and decision-making of an economy as a whole. This includes regional, national, and global economies.
- Understand the macro problems in economy and how they can be solved by various economics tools
- Understand the causes and consequences of short-run fluctuations in national income (the business cycle),
- Understand the determinants of long-run economic growth.

Core Course
Business Research Methods
OBJECTIVES

The objective of the course is:

- To acquaint students with the basic understanding of business research methods.
- To make students aware about various data collection and processing methods
- To give students knowledge pertaining to data analysis and interpretation.
- To enhance students with advance techniques in report writing

OUTCOMES

On completion of this course the learner will

- Develop basic understanding of business research methods.
- Know the various data collection and processing methods
- Understand data analysis and interpretation.
- Understand how to write reports.

Core Course
Production & Total Quality Management
OBJECTIVES

The objective of the course is:

- To explain the concepts of Total Quality Management and Total Quality Education.
- To diagnose problems in the quality improvement process.
- To identify ethical and unethical behaviour in Quality Management.
- To apply various quality improvement techniques.
- To describe and apply the development and nature of quality control charts.

OUTCOMES

On completion of this course the learner will

- Be able to explain the concepts of Total Quality Management and Total Quality Education.
- Be able to diagnose problems in the quality improvement process.
- Be able to identify ethical and unethical behaviour in Quality Management.
- Be able to apply various quality improvement techniques.

- Understand and apply the development and nature of quality control charts.

SEMESTER V

Elective Course

Corporate Communication & Public Relations

OBJECTIVES

The objective of the course is:

- To introduce the various elements of corporate communication and consider their roles in managing organizations.
- To examine how various elements of corporate communication must be coordinated to communicate effectively.

OUTCOMES

On successful completion of this course the learner will

- Understand the various elements of corporate communication and consider their roles in managing organizations.
- Learn to examine how various elements of corporate communication must be coordinated to communicate effectively.

Core Course

Logistics & Supply Chain management

OBJECTIVES

The objective of the course is:

- To provide students with basic concepts of logistics and supply chain management.
- To introduce students to the key activities performed by the logistics functions and supply chain systems.

OUTCOMES

On successful completion of this course the learner will

- Understand basic concepts of logistics and supply chain management.

- Be acquainted with the key activities performed by the logistics functions and supply chain systems.

Elective Course

Investment Analysis & Portfolio Management

OBJECTIVES

The objective of the course is:

- To acquaint the learners with various concepts of finance.
- To understand the terms used commonly in newspaper, magazines etc. for better correlation with the practical world.
- To understand various models and techniques of security and portfolio analysis.

OUTCOMES

On successful completion of this course the learner will

- Understand the various concepts of finance.
- Understand the terms commonly used in the area of investment analysis
- Understand various models and techniques of security and portfolio analysis.

Elective Course

Commodity & Derivatives Market

The objective of the course is to enable students to :

Understand the concepts related to commodities and derivatives market.

Study the various aspects related to options and futures.

OUTCOMES

On successful completion of this course the learner will

- Understand the concepts related to commodities and derivatives market.
- Understand the various aspects related to options and futures.

Elective Course

Direct Taxes

OBJECTIVES

The objective of the course is to enable students to :

- Study various heads of income.

- Study deductions from total income.
- Compute taxable income of individuals.

OUTCOMES

On successful completion of this course the learner will

- Learn various heads of income.
- Understand deductions from total income.
- Be able to compute taxable income of individuals.

Elective Course Wealth Management OBJECTIVES

The objective of the course is:

- To provide an overview of various aspects related to wealth management.
- To understand various components of retirement planning.
- To acquaint the learners with issues related to taxation in wealth management.

OUTCOMES

On successful completion of this course the learner will

- Have an overview of various aspects related to wealth management.
- Understand various components of retirement planning.
- Be acquainted with issues related to taxation in wealth management.

Elective Course Services Marketing OBJECTIVES

The objective of the course is to enable students to :

- Understand distinctive features of services and key elements in services marketing.
- Provide insight into ways to improve service quality and productivity.

OUTCOMES

On successful completion of this course the learner will

- Understand distinctive features of services and key elements in services marketing.

- Understand ways to improve service quality and productivity.

Elective Course

E-Commerce & digital marketing

OBJECTIVES

The objective of the course is to enable students to :

- Understand the increasing significance of E commerce and its applications in Business and various sectors.
- Provide an insight on Digital marketing activities on various social media platforms and its importance in Business.

OUTCOMES

On successful completion of this course the learner will

- Understand increasing significance of E commerce and its applications in Business and various sectors.
- Understand Digital marketing activities on various social media platforms and its importance in Business.

Elective Course

Sales & Distribution Management

OBJECTIVES

- The objective of the course is to enable students to :
- Develop understanding of the sales and distribution processes in organizations.
- Familiarize with concepts, approaches and the practical aspects of the key decision making variables in sales management and distribution channel management.

OUTCOMES

On successful completion of this course the learner will

- Develop an understanding of the sales and distribution processes in organizations.
- Learn concepts, approaches and the practical aspects of the key decision-making variables in sales management and distribution channel management.

Elective Course

Customer Relationship Management

OBJECTIVES

The objective of the course is to enable students to :

- Get insight into CRM marketing initiatives, customer service and designing CRM strategy.
- Understand new trends in CRM , challenges and opportunities for organizations.

OUTCOMES

On successful completion of this course the learner will

- Understand CRM marketing initiatives, customer service
- Learn to design CRM strategy.
- Understand new trends in CRM , challenges and opportunities for organizations.

SEMESTER VI

Core Course

Operations Research

OBJECTIVES

The objective of the course is:

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

OUTCOMES

On completion of this course the learner will

- Understand operations research methodologies.
- Know how to solve various problems practically.
- Become proficient in case analysis and interpretation.

Elective Course

International Finance

OBJECTIVES

The objective of this course is :

- To familiarize the student with the fundamental aspects of various issues associated with International Finance

- To provide a comprehensive overview of International Finance as a separate area in International Business
- To introduce the basic concepts, functions, process, techniques and create an awareness of the role, functions and functioning of International Finance in Globalized Market

OUTCOMES

On completion of this course the learner will

- Develop basic knowledge of how international financial markets work.
- Understand exchange rates and why currency values fluctuate.
- Understand the process and techniques used to make international investment decisions.

Elective Course

Strategic Financial Management

OBJECTIVES

The objective of the course is to enable students :

- To match the needs of current market scenario and upgrade the learners' skills and knowledge for long term sustainability
- To acquaint learners with contemporary issues related to financial management
- To acquaint learners with application of financial management in the banking sector

OUTCOMES

On completion of this course the learner will

- Understand of current market scenario.
- Understand application of financial management in the banking sector
- To acquaint learners with contemporary issues related to financial management

Elective Course

Innovative Financial Services

OBJECTIVES

The objective of the course is:

- To familiarize the learners with the fundamentals aspects of various issues associated with various financial services

- To give a comprehensive overview of emerging financial services in the light of globalization
- To introduce the basic concepts, functions, process, techniques and create an awareness of the role, functions and functioning of financial services

OUTCOMES

On completion of this course the learner will

- Understand the fundamentals aspects of various issues associated with various financial services
- Develop a comprehensive overview of emerging financial services in the light of globalization
- Understand the basic concepts, functions, process, techniques and create an awareness of the role, functions and functioning of financial services

Elective Course

Indirect Taxes

OBJECTIVES

The objective of the course is to enable students :

- To understand the applicability of GST and to develop understanding about how revenue is collected in the form of indirect tax.
- To understand where GST is applicable, and on which supply and how to calculate GST and claim input tax credit.

OUTCOMES

On completion of this course the learner will

- Understand the applicability of GST and to develop understanding about how revenue is collected in the form of indirect tax.
- Understand where GST is applicable and on which supply and how to calculate GST and claim input tax credit.

Elective Course

Brand Management

OBJECTIVES

The objective of the course is:

- To make the learner aware about the concept of Brand Management and to understand the significance of Brand Management for the company.

- To know how to build, sustain and grow brands and to know various sources of brand equity.

OUTCOMES

On completion of this course the learner will

- Understand the concept of Brand Management
- Understand the significance of Brand Management for the company.
- Know how to build, sustain and grow brands and to know various sources of brand equity.

Elective Course

Retail Management

OBJECTIVES

The objective of the course is to enable students to :

- Gain understanding about retail management concepts, operations and types of retailers
- Develop understanding about emerging trends in retail management.

OUTCOMES

On completion of this course the learner will

- Understand about retail management concepts, operations & types of retailers
- Develop understanding about emerging trends in retail management.

Elective Course

International Marketing

OBJECTIVES

The objective of the course:

- The learners will get an understanding of strategies to enter international markets.
- They will have insights to marketing research, international business environment as well as international marketing mix.

OUTCOMES

On completion of this course the learner will

- Develop an understanding of strategies to enter international markets.

- Have an insight into marketing research, international business environment as well as international marketing mix.

Elective Course

Media Planning & Management

OBJECTIVES

The objective of the course is to enable students :

- To know most of the common media related terminologies and concepts;
- To feel comfortable with media calculations, resources, softwares and numerical interpretations;
- To depict a coherent media plan by assembling different pieces of information and data;
- To provide convincing justifications for their decisions related to media strategies;
- To develop a clarity of thought while discussing media in a campaign environment.

OUTCOMES

On completion of this course the learner will

- Know the common media related terminologies and concepts;
- Understand media calculations, resources, softwares and numerical interpretations;
- Develop a coherent media plan by assembling different pieces of information and data;
- Will be able to provide convincing justifications for their decisions related to media strategies;
- Develop a clarity of thought while discussing media in a campaign environment.

Project Work

Subject: Project work

Project Work is a learning experience which aims to provide students with:

- Understanding on how to carry out research and solve a research problem.
- Understanding on how business research has to be carried.

- An opportunity to synthesise knowledge from various areas of learning, and critically and creatively apply it to real life situations.

OUTCOMES

On successful completion of this course the learner will

- Understand how to carry out research and solve a research problem.
- Will know how to synthesise knowledge from various areas of learning, and critically and creatively apply it to real life situations.



COURSE OBJECTIVES & OUTCOMES

BACHELOR OF SCIENCE IN INFORMATION TECHNOLOGY

B.Sc. (I.T.)

PROGRAM & PROGRAM SPECIFIC OUTCOMES

On successful completion of this program the student will be able to:

- Identify information technology related problems, analyze them and design the system or provide solution to the problem.
- Apply current technical concepts and` practices in the core information technologies of human computer interaction, information management, programming, networking and web systems and technologies.
- Use the system Analysis Design Paradigm to critically analyze a problem.

SEMESTER I

Course Code: USIT101 Imperative Programming OBJECTIVES

The Objective of the course is to enable students to gain an understanding of the basic structure of programming languages like data types, control structures, naming conventions. The aim is also to acquaint students with different language paradigms like functional and imperative.

OUTCOMES

On successful completion of this course the learner will

- Gain an understanding of the basic structure of programming languages like data types, control structures, naming conventions.
- Understand different language paradigms like functional, imperative.

Course Code: USIT102 Digital Electronics OBJECTIVES

The Objective of the course is to enable students to :

- Gain knowledge about the different techniques to synthesize digital circuits at logic level using combinational circuits, sequential circuits.
- Understand optimization of logic circuits and technology mapping.

OUTCOMES

On successful completion of this course the learner will

- Know different techniques to synthesize digital circuits at logic level using combinational circuits, sequential circuits.
- Understand optimization of logic circuits, technology mapping.

Course Code: USIT103 Operating Systems OBJECTIVES

The Objective of the course is to enable students to :

- Understand process and synchronization and scheduling of processes.

- Use system calls for managing processes, memory and the file system.
- Understand the data structures and algorithms used to implement an OS.

OUTCOMES

On successful completion of this course the learner will

- Understand what a process is and how processes are synchronized and scheduled.
- Be able to use system calls for managing processes, memory and the file system.
- Understand data structures and algorithms used to implement an OS.

Course Code: USIT104

Discrete Mathematics

OBJECTIVES

The Objective of the course is to enable students to :

- Understand the concept of logic theory, Proving using induction.
- Gain knowledge on the use and implementation of basic concept of set theory as well as functions and their properties.
- Understand the concept of recursion, equivalence relations, properties of graphs and trees.

OUTCOMES

On successful completion of this course the learner will

- Understand the concept of logic theory,
- Be able to prove using induction.
- Be able to use basic concept of set theory as well as functions and their properties.
- Understand the concept of recursion, equivalence relations, properties of graphs and trees.

Course Code: USIT105

Communication Skills

OBJECTIVES

The Objective of the course is to enable students to :

- Understand communication, and its importance in management skills.
- Understand the interpersonal communication process

- Gain knowledge about the importance and appropriate use of written and oral communication.

OUTCOMES

On successful completion of this course the learner will

- Understand communication, and its importance in management skills.
- Understand the interpersonal communication process
- Know the importance and appropriate use of written and oral communication.

SEMESTER II

Course Code: USIT201

Object Oriented Programming

OBJECTIVES

The Objective of the course is to enable students to :

- Understand concept of object oriented programming and advanced C++
- Understand the difference between object oriented and procedural programming.
- Program using advanced C++ features

OUTCOMES

On successful completion of this course the learner will

- Understand object oriented programming and advanced C++ concepts
- Be able to explain the difference between object oriented programming and procedural programming
- Be able to program using more advanced C++ features such as composition of objects, operator overloads, dynamic memory allocation

Course Code: USIT202

Microprocessor Architecture

OBJECTIVES

The Objective of the course is to :

- To introduce students with the architecture and operations of typical microprocessors
- To familiarize the students with the programming and interfacing of microprocessors
- To provide strong foundation for designing real world applications using microprocessors

OUTCOMES

On successful completion of this course the learner will

- Understand the architecture and operations of typical microprocessors
- Know the programming and interfacing of microprocessors
- Design real world applications using microprocessors

Course Code: USIT203

Web Programming

OBJECTIVES

The Objective of the course is to orient students :

- About internet and WWW, basics of HTML and formatting using CSS.
- To create navigational aids, table formatting, inserting multimedia and forms.
- About Basics of JavaScript along with event handling.
- About Basics of PHP and database connectivity using PHP.

OUTCOMES

On successful completion of this course the learner will

- Understand about internet and WWW, basics of HTML and formatting using CSS.
- Be able to create navigational aids, table formatting, inserting multimedia and forms.
- Understand the basics of JavaScript along with event handling.
- Know the basics of PHP and database connectivity using PHP.

Course Code: USIT204

Numerical and Statistical Methods

OBJECTIVES

The Objective of the course is to enable students to learn:

- Formulation of mathematical models based on scientific principles to simulate the behaviour of a simple physical system.
- Approximating roots through iteration method and implementation in programming language.
- Integration and differentiation through iterative method.

OUTCOMES

On successful completion of this course the learner will

- Understand how mathematical models can be formulated on the basis of scientific principles to simulate the behaviour of a simple physical system.
- Learn approximate roots through iteration method and implementation in programming language.
- Learn integration and differentiation through iterative method.

Course Code: USIT205

Green Computing

OBJECTIVES

The Objective of the course is to enable students to :

- Attain economic viability and improve the way computing devices are used.
- Understand Green computing practices
- Understand the importance of Green Computing in design and manufacturing stages of EEE.

OUTCOMES

On successful completion of this course the learner will

- Understand the use of computing devices in a way as to attain economic viability
- Understand how Green computing practices include the development of environmentally sustainable production practices, energy efficient computers and improved disposal and recycling procedures.
- Understand the importance of Green Computing in the design and manufacturing stages of EEE.

SEMESTER III

Course Code: USIT301

Python Programming

OBJECTIVES

The Objective of the course is to:

- Train students for basic writing and running Python scripts.
- Teach students advanced features such as File operations, regular expressions, working with binary data and using the extensive functionality of Python programming with GUI interface.

OUTCOMES

On successful completion of this course the learner will

- Understand the basics of writing and running Python scripts.
- Learn advanced features such as File operations, regular expressions, working with binary data and using the extensive functionality of Python programming with GUI interface.

Course Code: USIT302

Data Structures

OBJECTIVES

The Objective of the course is to enable students to :

- Gain understanding of the basic concepts of data structures and algorithms and searching and sorting techniques.
- Understand basic concepts of stacks, queues, lists, trees and graphs.
- Write algorithms and solve problems with the help of fundamental data structures.

OUTCOMES

On successful completion of this course the learner will

- Understand the basic concepts of data structures and algorithms
- Understand concepts about searching and sorting techniques.
- Understand basic concepts about stacks, queues, lists, trees and graphs.
- Understand about writing algorithms and step by step approach in solving problems with the help of fundamental data structures.

Course Code: USIT303

Computer Networks

OBJECTIVES

The Objective of the course is to enable students to :

Acquire learning of concepts and fundamentals of data communication and computer networks organization and implementation, obtaining a theoretical understanding of data communication and computer networks, and gaining practical experience in installation, monitoring, and troubleshooting of current LAN systems. The course is further aimed at introducing students to practical implementation of different routing protocols.

OUTCOMES

On successful completion of this course the learner will

- Learn about the concepts and fundamentals of data communication and computer networks organization and implementation,
- Develop a theoretical understanding of data communication and computer networks,
- Know installation, monitoring, and troubleshooting of current LAN systems.
- Be able to implement different routing protocols.

Course Code: USIT304

Database Management Systems

OBJECTIVES

The Objective of the course is to introduce students to database management systems, with an emphasis on organizing, maintaining and retrieving information from a DBMS.

OUTCOMES

On successful completion of this course the learner will

- Understand database management systems
- Understand how to organize, maintain and retrieve - efficiently, and effectively - information from a DBMS.

Course Code: USIT305

Applied Mathematics

OBJECTIVES

The Objective of the course is to enable students to understand main concepts of calculus, derivatives and integrals.

OUTCOMES

On successful completion of this course the learner will

- Understand main concepts of calculus, derivatives and integrals.

SEMESTER IV

Course Code: USIT401

Core Java

OBJECTIVES

The Objective of the course is to enable students to :

- Understand fundamentals of programming such as variables, conditional and iterative execution, methods, etc.
- Understand fundamentals of object-oriented programming in Java, including defining classes, invoking methods, using class libraries, etc.
- Be aware of the important topics and principles of software development.
- Have the ability to write a computer program to solve specified problems.
- Be able to use the Java SDK environment to create, debug and run simple Java programs.

OUTCOMES

On successful completion of this course the learner will

- Understand fundamentals of programming such as variables, conditional and iterative execution, methods, etc.
- Understand fundamentals of object-oriented programming in Java, including defining classes, invoking methods, using class libraries, etc.
- Be aware of the important topics and principles of software development.
- Be able to write a computer program to solve specified problems.

- Be able to use the Java SDK environment to create, debug and run simple Java programs.

Course Code: USIT402
Introduction To Embedded Systems
OBJECTIVES

The Objective of the course is to enable students to :

- Gain knowledge about the basic functions of embedded systems.
- Learn different components of embedded systems.
- Learn detailed description of the life-cycle for designing multi-objective and multi-discipline embedded systems.
- Design and develop embedded systems with 8051 microcontrollers and embedded C language.

OUTCOMES

On successful completion of this course the learner will

- Acquire knowledge about the basic functions of embedded systems.
- Learn different components of embedded systems.
- Learn detailed description of the life-cycle for designing multi-objective and multi-discipline embedded systems.
- Be able to design and develop embedded systems with 8051 microcontrollers and embedded C language.

Course Code: USIT403
Computer Oriented Statistical Techniques
OBJECTIVES

The Objective of the course is to enable students to learn:

- Measures of central tendencies with the help of R programming.
- Moments, skewness, kurtosis and importing data in R with the help of Excel/CSV file.
- Curve Fitting and Correlation Theory and Small Sampling Theory.
- Statistical Estimation with the help of hypothesis.

OUTCOMES

On successful completion of this course the learner will

- Understand measures of central tendencies with the help of R programming.
- Learn Moments, skewness, kurtosis and importing data in R with the help of Excel/CSV file.
- Learn Curve fitting and correlation Theory and small sampling theory.
- Understand statistical estimation with the help of hypothesis.

Course Code: USIT404

Software Engineering

OBJECTIVES

The Objective of the course is to enable students to :

- To learn the concepts and methods required for the construction of a large scale software system.
- To develop a broad understanding of the discipline of software engineering.
- To gain the knowledge of techniques for the analysis, design and cost estimation of software.

OUTCOMES

On successful completion of this course the learner will

- Learn the concepts and methods required for the construction of a large scale software system.
- Develop a broad understanding of the discipline of software engineering.
- Understand techniques for the analysis, design and cost estimation of software.

Course Code: USIT405

Computer Graphics and Animation

OBJECTIVES

The Objective of the course is to:

- To provide an extensive introduction about computer graphics system, algorithms and transformation techniques
- To make students understand the clipping and viewing techniques along with wireframe models and shading techniques

- To be able to discuss the application of computer graphics in the area of visualisation, games and business applications
- Enable students understand the basic pipeline of graphics and implement various algorithms to scan convert the basic geometric shapes, fill shapes with color, clipping and transformation

OUTCOMES

On successful completion of this course the learner will

- Know about computer graphics system, algorithms and transformation techniques
- Understand the clipping and viewing techniques along with wireframe models and shading techniques
- Understand the application of computer graphics in the area of visualisation, games and business applications
- Understand the basic pipeline of graphics and implement various algorithms to scan convert the basic geometric shapes, fill shapes with color, clipping and transformation

SEMESTER V

Course Code: USIT501

Software Project Management

OBJECTIVES

The Objective of the course is to enable students to :

- Understand the fundamental principles of Software Project management and acquire knowledge of responsibilities of project manager.
- Be familiar with different methods and techniques of project management.
- Gain knowledge of issues and challenges emerging during Software project Management.
- Gain understanding on reasons for majority of software projects failure and on ways in which the failure probability can be reduced.
- Be able to do the Project Scheduling, tracking, Risk analysis, Quality management and Project Cost estimation using different techniques.

OUTCOMES

On successful completion of this course the learner will

- Understand the fundamental principles of Software Project management &

- Have knowledge of responsibilities of project manager and how to handle these.
- Be familiar with the different methods and techniques used for project management.
- Know the issues and challenges faced while doing Software project Management
- Understand reasons for failure of software projects fails and how to reduce failure probability
- Be able to do the Project Scheduling, tracking, Risk analysis, Quality management and Project Cost estimation using different techniques.

Course Code: USIT502

Internet Of Things

OBJECTIVES

The Objective of the course is to enable students to :

- Understand the definition and significance of the Internet of Things.
- Understand IoT Market perspective and to implement data and knowledge management.
- Learn about the Practical use of devices in IoT Technology and Home Automation in IoT.

OUTCOMES

On successful completion of this course the learner will

- Develop an understanding of the definition and significance of the Internet of Things.
- Understand IoT Market perspective and to implement data and knowledge management.
- Know the practical use of devices in IoT Technology.
- Understand home automation in IoT.

Course Code: USIT503

Advanced Web Programming

OBJECTIVES

The Objective of the ASP.NET training course is to enable students to :

- Learn creating a simple Active Server Page ASP.NET application that delivers dynamic content to the Web.
- Understand the ASP.NET concepts such as Web Forms and handling events, Web Controls and input validation. Students will also learn to use

the new web application architecture and Web Services, and debug in the new integrated development environment.

- Develop web application with ASP.Net with database connectivity.

OUTCOMES

On successful completion of this course the learner will

- Be able to create a simple Active Server Page ASP.NET application that delivers dynamic content to the Web.
- Understand Web Forms and handling events,
- Understand Web Controls and input validation, using the new web application architecture and Web Services, and debugging in the new integrated development environment.
- Develop web application with ASP.Net with database connectivity.

Course Code: USIT504

Artificial Intelligence

OBJECTIVES

The Objective of the course is to:

- Present an overview of artificial intelligence (AI) principles and approaches.
- Develop a basic understanding of the building blocks of AI as presented in terms of intelligent agents: Search, Knowledge representation, inference, logic, and learning.
- Also provide an opportunity to students to implement an AI system in a team environment.

OUTCOMES

On successful completion of this course the learner will

- Develop an overview of artificial intelligence (AI) principles and approaches.
- Develop a basic understanding of the building blocks of AI as presented in terms of intelligent agents: Search, Knowledge representation, inference, logic, and learning.
- Implement a small AI system in a team environment.

Course Code: USIT506

Enterprise Java

OBJECTIVES

The Objective of the course is to enable students to :

- Provide necessary knowledge to design and develop dynamics, database-driven application using J2EE.
- Learn connecting any JDBC compliant database and be able to implement the techniques for business application development

OUTCOMES

On successful completion of this course the learner will

- Have the knowledge to design and develop dynamics, database-driven application using J2EE.
- Know how to connect any JDBC compliant database
- Able to implement the techniques for business application development.

Course Code: USIT5P1

Project Dissertation

OBJECTIVES

The Objective of the Project Dissertation is to enable students to create software projects based on the technology they learned.

OUTCOMES

On successful completion of this course the learner will be able to create software projects based on the technology they learned.

SEMESTER VI

Course Code: USIT601

Software Quality Assurance

OBJECTIVES

The Objective of the course is to enable students to learn:

- Systematic approach to the development, operation, maintenance and retirement of software.
- To use available resources to develop software, reduce cost of software and how to maintain quality of software.
- Methods and tools of testing and maintenance of software.

OUTCOMES

On successful completion of this course the learner will

- Understand development, operation, maintenance, and retirement of software.
- Understand how to develop software, reduce cost of software and how to maintain quality of software.
- Know the methods and tools of testing and maintenance of software.

Course Code: USIT602

Security in Computing

OBJECTIVES

The Objective of the course is to enable students to:

- Learn the need for, and the technology, algorithms, and standards used in providing computer and communications security.
- Understand the concepts of computer security, cryptography, digital certificates, secure protocols, detection and other security techniques.
- Configure secure networks using different network security protocols.

OUTCOMES

On successful completion of this course the learner will

- Learn the need for, and the technology, algorithms, and standards used in providing computer and communications security.
- Understand the concepts of computer security, cryptography, digital certificates, secure protocols, detection and other security techniques.
- Be able to configure secure networks using different network security protocols.

Course Code: USIT603

Business Intelligence

OBJECTIVES

The Objective of the course is to:

- Familiarize students with key concepts and issues related to business intelligences and decision support systems.
- Provide understanding of concepts like data warehouses, design methods, data extracting, transforming and loading processes and OLAP systems.

- Enable students to employ basic BI tools and mathematical models.

OUTCOMES

On successful completion of this course the learner will

- Understand key concepts and issues related to business intelligences and decision support systems.
- Understand concepts like data warehouses, design methods, data extracting, transforming and loading processes and OLAP systems.
- Learn to use basic BI tools, mathematical models.

Course Code: USIT604

Principles of Geographic Information Systems

OBJECTIVES

The Objective of the course is to enable students to :

- Explore mapped data
- Relate GIS with remote sensing technologies
- Analyze spatial data, using GIS analysis tools
- Develop and manage geo databases
- Apply Python as a GIS computer language
- Create maps, images and apps to communicate spatial data in a meaningful way to others

OUTCOMES

On successful completion of this course the learner will

- Understand how to explore mapped data
- Know how to relate GIS with remote sensing technologies
- Analyze spatial data, using GIS analysis tools
- Develop and manage geo databases
- Apply Python as a GIS computer language
- Create maps, images and apps to communicate spatial data in a meaningful way to others

Course Code: USIT607

Cyber Laws

OBJECTIVES

The Objective of the course is to enable students to :

- Understand, explore and acquire a critical understanding of Cyber Law.
- Develop competencies for dealing with frauds and deceptions and other Cyber Crimes.
- Understand relationship between Commerce and Cyberspace

Acquire in-depth knowledge of Information Technology Act and legal framework of Right to Privacy, data security and data protection

OUTCOMES

On successful completion of this course the learner will

- Understand, explore, and acquire a critical understanding of Cyber Law.
- Develop competencies for dealing with frauds and deceptions (Confidence Tricks, Scams) and other cybercrimes.
- Understand the relationship between Commerce and Cyberspace
- Understand Information Technology Act and legal framework of right to privacy, data security and data protection

Course Code: USIT6P1

Project Implementation

OBJECTIVES

The Objective of the Project work is to enable students to develop a software. Application of all the languages and technologies they have learned.

OUTCOMES

On successful completion of this Project Work the learner will

- Be able to develop software.
- Learn application of all the languages and technologies they have learned.



COURSE OBJECTIVES & OUTCOMES

MASTERS OF SCIENCE IN INFORMATION TECHNOLOGY M.Sc. (I.T.)

PROGRAM & PROGRAM SPECIFIC OUTCOMES

On successful completion of this program the student will be able to:

- Understand basic theoretical principles in information technology. This includes knowledge of topics such as various types of finite automata, algorithmic complexity classes etc.
- Importance of research methodology, including basic history of science, the fundamentals of scientific writing, how to give a scientific talk, how to evaluate a scientific paper, and research ethics
- Learn how to organize information efficiently in the forms of outlines, charts, etc. by using appropriate software.

PART 1- SEMESTER I

Course Code:PSIT101

Research in Computing

OBJECTIVES

The Objective of the course is :

- To be able to conduct business research with an understanding of all the latest theories.
- To develop the ability to explore research techniques used for solving any real world or innovate problem

OUTCOMES

On successful completion of this course the learner will

- be able to conduct business research with an understanding of latest theories.
- acquire the ability to explore research techniques used for solving any real world or innovate problem.

Course Code:PSIT102

Subject: Data Science

OBJECTIVES

The Objective of the course is to enable students to:

- Develop in depth understanding of the key technologies in data science and business analytics: data mining, machine learning, visualization techniques, predictive modelling, and statistics. Practice problem analysis and decision-making.
- Gain practical, hands-on experience with statistics programming languages and big data tools through coursework and applied research experiences

OUTCOMES

On successful completion of this course the learner will:

- Have developed an in-depth understanding of the key technologies in data science and business analytics: data mining, machine learning, visualization techniques, predictive modelling, and statistics.
- be able to practice problem analysis and decision-making.
- have gained practical, hands-on experience with statistics programming languages and big data tools through coursework and applied research experiences.

Course Code:PSIT103
Subject: Cloud Computing
OBJECTIVES

- The Objective of the course is to enable students
- To learn how to use Cloud Services.
 - To implement Virtualization.
 - To implement Task Scheduling algorithms.
 - Apply Map-Reduce concept to applications.
 - To build Private Cloud.
 - Broadly know the impact of engineering on legal and societal issues involved.

• OUTCOMES

- On successful completion of this course the learner will
- Know how to use Cloud Services.
 - Be able to implement Virtualization.
 - Be able to implement Task Scheduling algorithms.
 - Be able to apply Map-Reduce concept to applications.
 - Be able to build Private Cloud.
 - Be aware of the impact of engineering on legal and societal issues involved.

Course Code: PSIT104
Soft Computing Techniques
OBJECTIVES

- The Objective of the course is to enable students
- To understand Soft computing concepts like fuzzy logic, neural networks and genetic algorithm, where Artificial Intelligence is mother branch of all.
 - Use all these techniques more effectively to solve the problems efficiently

OUTCOMES

- On successful completion of this course the learner will
- Understand the concepts of Soft computing such as fuzzy logic, neural networks and genetic algorithm, where Artificial Intelligence is mother branch of all.
 - Will be able to use these techniques more effectively to solve the problem efficiently

PART 1 SEMESTER II

Course Code: PSIT201

Big Data Analytics

OBJECTIVES

The Objective of the course is :

- To provide an overview of an exciting growing field of big data analytics.
- To introduce the tools required to manage and analyze big data like Hadoop, NoSql MapReduce.
- To teach the fundamental techniques and principles in achieving big data analytics with scalability and streaming capability.
- To enable students to have skills that will help them to solve complex real world problems in for decision support.

OUTCOMES

On successful completion of this course the learner will

- Have an overview of an exciting growing field of big data analytics.
- Be able to understand the tools required to manage and analyze big data like Hadoop, NoSql MapReduce.
- Have learned the fundamental techniques and principles in achieving big data analytics with scalability and streaming capability.
- Have skills that will help them to solve complex real world problems in for decision support.

Course Code: PSIT202

Modern Networking

OBJECTIVES

The Objective of the course is to enable students

- To understand the state-of-the-art in network protocols, architectures and applications.
- Analyze existing network protocols and networks.
- Develop new protocols in networking.
- To understand how networking research is done.
- To investigate novel ideas in the area of Networking via term-long research projects.

OUTCOMES

On successful completion of this course the learner will

- Understand the state-of-the-art in network protocols, architectures and applications.
- Be able to analyze existing network protocols and networks.
- Be able to develop new protocols in networking.
- Understand how networking research is done.
- Be able to investigate novel ideas in the area of Networking via term-long research projects.

Course Code: PSIT203

Subject: Microservices Architecture

OBJECTIVES

The Objective of the course is to enable students

- Gain a thorough understanding of the philosophy and architecture of Web applications using ASP.NET Core MVC.
- Gain a practical understanding of .NET Core.
- Acquire a working knowledge of Web application development using ASP.NET Core MVC 6 and Visual Studio Persist data with XML Serialization and ADO.NET with SQL Server Create HTTP services using ASP.NET Core Web API.
- Deploy ASP.NET Core MVC applications to the Windows Azure cloud.

OUTCOMES

On successful completion of this course the learner will

- Have a thorough understanding of philosophy and architecture of Web applications using ASP.NET Core MVC.
- Have a practical understanding of .NET Core.
- Have a working knowledge of Web application development using ASP.NET Core MVC 6 and Visual Studio Persist data with XML Serialization and ADO.NET with SQL Server Create HTTP services using ASP.NET Core Web API.
- Be able to Deploy ASP.NET Core MVC applications to the Windows Azure cloud.

Course Code: PSIT204

Subject: Image Processing

OBJECTIVES

The Objective of the course is to enable students:

- Review the fundamental concepts of a digital image processing system.
- Analyze images in the frequency domain using various transforms.

- Evaluate the techniques for image enhancement and image restoration.
- Categorize various compression techniques.
- Interpret Image compression standards.
- Interpret image segmentation and representation techniques.

OUTCOMES

On successful completion of this course the learner will:

- Be able to review the fundamental concepts of a digital image processing system.
- Be able to analyze images in the frequency domain using various transforms.
- Be able to evaluate the techniques for image enhancement and image restoration.
- Be able to categorize various compression techniques.
- Be able to interpret Image compression standards.
- Be able to interpret image segmentation and representation techniques

Part 2- SEMESTER III

Course Code: PSIT301

Subject: Embedded Systems

OBJECTIVES

The Objective of the course is to enable students

- To have knowledge about the basic working of a microcontroller system and its programming in assembly language.
- To provide experience to integrate hardware and software for microcontroller applications systems.

OUTCOMES

On successful completion of this course the learner will

- Have knowledge about the basic working of a microcontroller system and its programming in assembly language.
- Have experience to integrate hardware and software for microcontroller applications systems.

Course Code: PSIT302
Subject: Information Security Management
OBJECTIVES

The course Objective is to develop learners' capabilities to do the following:

Carry out a detailed analysis of enterprise security by performing various types of analysis such as vulnerability analysis, penetration testing, audit trail analysis, system and network monitoring, and configuration management.

OUTCOMES

On successful completion of this course the learner will have developed capabilities to Carry out a detailed analysis of enterprise security by performing various types of analysis such as vulnerability analysis, penetration testing, audit trail analysis, system and network monitoring, and configuration management.

Course Code: PSIT303a
Subject: Virtualization
OBJECTIVES

The basic objective of this course is to :

Give students the skills and knowledge to understand how Cloud Computing can enable transformation, business development and agility in an organization.

This course deals with management of complex virtual environments, analysis of key performance factors of virtualized systems, principal issues in troubleshooting virtual environments, evaluation of small scale virtual environment developed in the lab.

OUTCOMES

On successful completion of this course the learner will

have skills and knowledge to understand how Cloud Computing can enable transformation, business development and agility in an organization.

The learner will be able to understand management of complex virtual environments, analysis of key performance factors of virtualized systems, principal issues in troubleshooting virtual environments, evaluation of small scale virtual environment developed in the lab.

Course Code: PSIT304b

Ethical Hacking

OBJECTIVES

The Objective of the course is to enable students

- Identify and analyse the stages an ethical hacker requires to take in order to compromise a target system.
- Identify tools and techniques to carry out a penetration testing.
- Critically evaluate security techniques used to protect system and user data.
- Demonstrate systematic understanding of the concepts of security at the level of policy and strategy in a computer system.

OUTCOMES

On successful completion of this course the learner will

- Be able to identify and analyse the stages an ethical hacker requires to take in order to compromise a target system.
- Be able to identify tools and techniques to carry out a penetration testing.
- Be able to critically evaluate security techniques used to protect system and user data.
- Be able to demonstrate systematic understanding of the concepts of security at the level of policy and strategy in a computer system.

PART 2 - SEMESTER IV

Course Code: PSIT401

Artificial Intelligence

OBJECTIVES

The Objective of the course is to enable students

- The objective of the course is to present an overview of artificial intelligence (AI) principles and approaches.
- Develop a basic understanding of the building blocks of AI as presented in terms of intelligent agents: Search, Knowledge representation, inference, logic, and learning.

OUTCOMES

On successful completion of this course the learner will

- Be able to get an overview of Artificial Intelligence (AI) principles and approaches.
- Develop a basic understanding of the building blocks of AI as presented in terms of intelligent agents: Search, Knowledge representation, inference, logic, and learning.

Course Code: PSIT402 IT Infrastructure Management OBJECTIVES

The Objective of the course:

- This subject will employ a research, reporting and presentation approach using the latest ICT tools to examine and critically analyse a combination of the technical and management issues in contemporary infrastructure management, with a focus on business alignment.
- IT infrastructure Management evaluates new ICTs and case studies in the context of enterprise architecture.
- It is suitable for combinations of students in information technology, business administration and electronic commerce.

OUTCOMES

On successful completion of this course the learner will:

Be able to employ research, reporting and presentation approach using the latest ICT tools to examine and critically analyse a combination of the technical and management issues in contemporary infrastructure management, with a focus on business alignment.

Course Code: PSIT403c Computer Forensics OBJECTIVES

The Objective of the course is to enable students

- To provide an understanding Computer forensics fundamentals.
- To analyze various computer forensics technologies.
- To provide computer forensics systems.
- To identify methods for data recovery.

OUTCOMES

On successful completion of this course the learner will

- Be able to understand Computer forensics fundamentals.
- Be able to analyze various computer forensics technologies.
- Be able to provide computer forensics systems.
- Be able to identify methods for data recovery.

Course Code: PSIT404c

Cloud Management

OBJECTIVES

The Objective of the course is to enable students

- To learn how to use Cloud Services.
- To implement Virtualization.
- To implement Task Scheduling algorithms.
- Apply Map-Reduce concept to applications.
- To build Private Cloud.
- Broadly educate to know the impact of engineering on legal and societal issues involved.

OUTCOMES

On successful completion of this course the learner will

- Learn how to use Cloud Services.
- Be able to implement Virtualization and Task Scheduling algorithms.
- Be able to Apply Map-Reduce concept to applications and build Private Cloud.
- Be aware of the impact of engineering on legal and societal issues involved.



COURSE OBJECTIVES & OUTCOMES

MASTER OF COMMERCE M . COM

PROGRAM & PROGRAM SPECIFIC OUTCOMES

On successful completion of this program the student will be able to:

- Be acquainted with conventional as well as contemporary areas in the discipline of Commerce.
- Get well versed in national as well as international trends.
- Be able to conduct business, follow accounting and auditing practices, understand and apply the role of regulatory bodies in corporate and financial accounts.
- Have in-depth understanding of all core areas specifically Advanced Accounting, International Accounting, Management and Research Methodology and Tax planning.

SEMESTER I

Strategic Management

OBJECTIVES

The Objectives of this course are to :

- Introduce learners to new forms of Strategic Management concepts and their use in business.
- Provide information pertaining to business, corporate and global reforms.
- Develop learning and analytical skills of the learners to enable them to solve cases and to provide strategic solutions.
- Acquaint the learners with recent developments and trends in the business corporate world.

OUTCOMES

The Outcomes of this Course are:

- To enable the learners to understand new forms of Strategic Management concepts and their use in business.
- To provide information pertaining to Business, Corporate and Global Reforms.
- To develop learning and analytical skills of the learners to enable them to solve cases and to provide strategic solutions.
- To acquaint the learners with recent developments and trends in the business corporate world.

Economics for Business Decisions

OBJECTIVES

- This course is designed to equip the students with basic tools of economic theory and its practical applications.
- The course aims at familiarising the students with the understanding of the economic aspects of current affairs and thereby prepares them to analyse the market behaviour with economic way of thinking.
- In addition to providing an insight into application of economic principles in business decisions, it also intends to widen analytical ability of the students and to provide them a foundation for further study of economics.
- In order to make the study practical oriented, the paper requires discussion of some cases involving the use of concepts of business economics.

OUTCOMES

On successful completion of this course the learner will:

- Be equipped with basic tools of economic theory and its practical applications.
- Be familiar with the understanding of the economic aspects of current affairs and would be prepared to analyse the market behaviour with economic way of thinking.
- Have an insight into application of economic principles in business decisions, and also would have acquired wider analytical abilities and foundation for further study of economics.

Cost and Management Accounting

OBJECTIVES

The Objectives of this course are to :

- Enhance the abilities of learners to develop the concept of Cost and management accounting and its significance in the business.
- Enable the learners to understand, develop and apply the techniques of costing in the decision making in the business corporates.
- Enable the learners in understanding, developing, preparing and presenting the financial report in the business corporates.

OUTCOMES

On successful completion of this course the learner will:

- Acquire abilities to develop the concept of Cost and management accounting and its significance in the business.
- Understand, develop and apply the techniques of costing in the decision making in the business corporates.
- Have developed understanding for preparing and presenting the financial report in the business corporates.

Business Ethics and Corporate Social Responsibility

OBJECTIVES

The Objectives of this course are to :

- Familiarize the learners with the concept and relevance of Business Ethics in the modern era.
- Enable learners to understand the scope and complexity of Corporate Social responsibility in the global and Indian context.

OUTCOMES

On successful completion of this course the learner will:

- Be familiar with the concept and relevance of Business Ethics in the modern era.
- Understand the scope and complexity of Corporate Social responsibility in the global and Indian context.

SEMESTER II

Research Methodology for Business

OBJECTIVES

The Objectives of this course are to :

- To enhance the abilities of learners to undertake research in business & social sciences.
- To enable the learners to understand, develop and apply the fundamental skills in formulating research problems.
- To enable the learners in understanding and developing the most appropriate methodology for their research.
- To make the learners familiar with the basic statistical tools and techniques applicable for research.

OUTCOMES

On successful completion of this course the learner will:

- Have enhanced abilities to undertake research in business & social sciences.
- Be able to understand, develop and apply the fundamental skills in formulating research problems.
- Be able to understand and develop the most appropriate methodology for their research.
- Be familiar with the basic statistical tools and techniques applicable for research.

Macro Economics Concepts and Applications

OBJECTIVES

The Objectives of this course:

- The heavily application-oriented nature of macroeconomics course is introduced in order to enable the learners to grasp fully the theoretical rationale behind policies at the country as well as corporate level.
- This course helps the learners to receive a firm grounding on the basic macroeconomic concepts that strengthen analysis of crucial economic policies.
- Learners are expected to regularly read suggested current readings and related articles in the dailies and journals.

OUTCOMES

On successful completion of this course the learner will:

- Be able to grasp fully the theoretical rationale behind policies at the country as well as corporate level.
- Receive a firm grounding on the basic macroeconomic concepts that strengthen analysis of crucial economic policies.

Corporate Finance

OBJECTIVES

The Objectives of this course are :

- To enhance the abilities of learners to develop the objectives of Financial Management.
- To enable the learners to understand, develop and apply the techniques of investment in the financial decision making in the business corporates.
- To enhance the abilities of learners to analyse the financial statements.

OUTCOMES

On successful completion of this course the learner will:

- Have acquired abilities to develop the objectives of Financial Management.
- Be able to understand, develop and apply the techniques of investment in the financial decision making in the business corporates.
- Have acquired abilities to analyse the financial statements.

E-Commerce OBJECTIVES

The objectives of this course are:

- To provide an analytical framework to understand the emerging world of ecommerce.
- To make the learners familiar with current challenges and issues in ecommerce.
- To develop the understanding of the learners towards various business models.
- To enable to understand the Web- based Commerce and equip the learners to assess e-commerce requirements of a business.
- To develop understanding of learners relating to Legal and Regulatory Environment and Security issues of E-commerce.

OUTCOMES

On successful completion of this course the learner will:

- Have acquired an analytical framework to understand the emerging world of ecommerce.
- Be familiar with current challenges and issues in ecommerce.
- Have developed an understanding towards various business models.
- Be able to understand the Web-based Commerce and be equipped to assess e-commerce requirements of a business.
- Have developed an understanding towards Legal and Regulatory Environment and Security issues of E-commerce.

SEMESTER III

Advanced Financial Accounting OBJECTIVES

The objectives of this course are:

- To develop basic understanding of concepts, theoretical and practical aspects of Banking industry.
- To develop basic understanding of conceptual and practical aspects of Insurance industry.
- To understand the working of foreign Branches.
- To create basic understanding of Co-operative Society Act and their financial statements.

OUTCOMES

On successful completion of this course the learner will:

- Have developed a basic understanding of concepts, theoretical and practical aspects of Banking industry.
- Have developed a basic understanding of conceptual and practical aspects of Insurance industry.
- Understand the working of foreign Branches.
- Have developed a basic understanding of Co-operative Society Act and their financial statements.

Direct Tax OBJECTIVES

The objectives of this course are:

- To understand the basic concepts of income tax.
- To understand 5 heads of income and to assess income as per the Act.
- Understanding the concept of deduction under chapter VI A.
- To compute the taxable income and tax liability as per the act.
- To understand and assess the income and tax of partnership firm with reference to Income tax act and Partnerships act.

OUTCOMES

On successful completion of this course the learner will:

- Understand the basic concepts of income tax.
- Understand 5 heads of income and to assess income as per the Act.
- Understand the concept of deduction under chapter VI A.
- Be able to compute the taxable income and tax liability as per the Act.
- Understand and assess the income and tax of partnership firm with reference to Income tax act and Partnerships act.

Advanced Auditing OBJECTIVES

The objectives of this course are to enable learners:

- To gain knowledge regarding various rules and regulations pertaining to company audit.
- To get acquainted with special audit for various undertakings like Educational institutions, hotels, Clubs, Hospitals.
- To gain knowledge about audit under various other laws.
- To study auditing under computerised environment.

OUTCOMES

On successful completion of this course the learner will:

- Gain knowledge regarding various rules and regulations pertaining to company audit.
- Get acquainted with special audit for various undertakings like Educational institutions, hotels, Clubs, Hospitals.
- Gain knowledge about audit under various other laws.
- Study auditing under computerised environment.

Project work -I

OBJECTIVE & OUTCOME

The main objective of inclusion of project work is to inculcate the element of research work challenging the potential of learner as regards to his/ her eager to enquire and ability to interpret particular aspect of the study in his/ her own words.

There are two modes of preparation of project work:

- Project work based on research methodology in the study area.
- Project work based on internship in the study area.

SEMESTER IV

Corporate Financial Accounting

OBJECTIVES

The objectives of the Course:

- The course aims at explaining the core concepts of corporate finance and its importance in managing business.
- Are to provide understanding of nature, importance, structure of corporate finance related areas.
- Are to impart knowledge regarding source of finance for a business.

OUTCOMES

On successful completion of this course the learner will be able to:

- Understand the core concepts of corporate finance and its importance in managing business.
- Gain understanding of nature, importance, structure of corporate finance related areas.
- Gain knowledge regarding source of finance for a business.

Indirect Tax - Introduction of Goods and Service Tax

OBJECTIVES

The objectives of this course are to enable learners:

- To understand the applicability of GST.
- To understand the collection of revenue in the form of indirect tax.
- To understand where GST is applicable and on which supply.
- How to calculate GST and claim Input tax credit.

OUTCOMES

On successful completion of this course the learner will:

- Be able to understand the applicability of GST.
- Be able to understand the collection of revenue in form of indirect tax.
- Be able to understand where GST is applicable and on which supply.
- Be able to calculate GST and claim Input tax credit.

Financial Management

OBJECTIVES

The objectives of this course are to enable learners:

- To analyse capital budgeting of a corporation with its cashflow as per various techniques.
- To understand management of working capital.
- To understand management of receivables.
- To understand the budgeting and financial strategy used by Corporations.

OUTCOMES

On successful completion of this course the learner will:

- Be able to analyse capital budgeting of a corporation with its cashflow as per various techniques
- Understand management of working capital and receivables.
- Understand the budgeting and financial strategy used by Corporations.

Project work -II
OBJECTIVE & OUTCOME

The main objective of inclusion of project work is to inculcate the element of research work challenging the potential of learner as regards to his/her eager to enquire and ability to interpret particular aspect of the study in his/ her own words.

There are two modes of preparation of project work:

- Project work based on research methodology in the study area.
- Project work based on internship in the study area.