

## **ST. ANNE'S DEGREE COLLEGE-VIRAJPET**

### **2.6.1 Program outcomes, program specific outcomes and course outcomes for all programs offered by the institution restated and displayed in website of the institution**

**(To provide the web link)**

Program outcomes, program specific outcomes and course outcomes are communicated to the Students, parents, teachers and all the stakeholders in the following ways.

- The Vision, mission and core values of the institution are displayed in the prominent place of the college campus.
- Even though the course outcomes are given by the Board of Studies committee of the Mangalore University. Depending upon the requirements, few additional inputs are framed at the departmental level in which the heads of the departments along with the subject colleagues review the course outcome, during the commencement of each unit and after its completion.
- The admission committee takes the initiative to brief the course outcomes to the candidates who takes the application for admission.
- The concepts of Program outcome and Program Specific Outcome are communicated to the students at the time of orientation for their core understanding.
- The parents are informed about the Program outcome and Program Specific Outcome at time of admission by giving college prospectus and also during PTA meetings.
- Action plan and lesson plan is prepared by each department at the beginning of the academic year.
- Tools like classroom seminars and Assignments are used to make the students understand and learn the benefits of the program opted by them.
- Alumni and students Interaction sessions are conducted, encouraging the exchange of ideas, between the successful and well-placed alumni with the students.
- The Guest Lecturing is often conducted, where technical experts are invited to share their knowledge with the students.
- Internal assessment components are used for evaluating the progress of the students

## **B.COM PROGRAM OUTCOME**

**PO1:** Apply the knowledge of commerce and business fundamentals in solving complex and dynamic organizational problems.

**PO2:** Students will possess excellent Communication skill and Presentation skill.

**PO3:** Help the mentors to be more responsible and also apply the principles of professional ethics.

**PO4:** Develop the ability to work effectively as an individual, and as a member or a leader in diverse team.

**PO5:** Make the students employable and at the same time stay confident in facing future day to day business challenges.

**PO6:** Students dream to become an entrepreneur is nurtured

**PO7:** Encourages the students towards nation building by making the man asset to the country.

**PO8:** Recognize the importance of life-long learning in the broadest context of complex business world.

## **B.COM PROGRAM SPECIFIC OUTCOME**

**PSO1:** Understand the fundamentals and basic concepts of accounting, finance, marketing, business taxation, auditing, human resource management and principles of management.

**PSO2:** Students will gain theoretical and practical knowledge on problem solving and managements skills.

**PSO3:** Students will get the base for the Post graduation and professional exams like M.com, MBA, MFA, CA, CS, ICWA etc.

**PSO4:** Acquaint them to take up further research in the field of marketing, finance and stock market.

**PSO5:** Understand the behavior of financial and money market which will help them to analyze and take wise investment decisions.

## BCOM COURSE OUTCOME (NEP)

### FIRST SEMESTER

First semester consists of the following subjects:

SUBJECT	SUBJECT CODE	COURSE OUTCOME
Financial Accounting	<b>BCMCMCN101</b>	<ol style="list-style-type: none"><li>Understand the theoretical framework of accounting as well accounting standards.</li><li>Demonstrate the preparation of financial statement of manufacturing and non-manufacturing entities of sole proprietors.</li><li>Exercise the accounting treatments for consignment transactions &amp; events in the books of consignor and consignee.</li><li>Understand the accounting treatment for royalty transactions &amp; articulate the Royalty agreements.</li><li>Outline the emerging trends in the field of accounting.</li></ol>
Management Principles and Applications	<b>BCMCMCN102</b>	<ol style="list-style-type: none"><li>Understand and identify the different theories of organizations, which are relevant in the present context.</li><li>Design and demonstrate the strategic plan for the attainment of organizational goals.</li><li>Differentiate the different types of authority and chose the best one in the present context.</li><li>Compare and chose the different types of motivation factors and leadership styles.</li><li>Choose the best controlling techniques for better productivity of an organization.</li></ol>
Principles of Marketing	<b>BCMCMCN103</b>	<ol style="list-style-type: none"><li>Understand the basic concepts of marketing and asses the marketing environment.</li><li>Analyze the consumer behavior in the present scenario and marketing segmentation.</li><li>Discover the new product development &amp; identify the factors affecting the price of a product in the present context.</li><li>Judge the impact of promotional techniques on the customers &amp; Importance of channels of distribution.</li><li>Outline the recent developments in the field of marketing.</li></ol>

Financial Literacy (Open elective course)	<b>BCMCCEN102</b>	<ul style="list-style-type: none"> <li>a. Describe the importance of financial literacy and list out the institutions providing financial services;</li> <li>b. B.B. Prepare financial plan and budget and manage personal finances;</li> <li>c. Open, avail and manage/operate services offered by banks;</li> <li>d. D.D. Open, avail and manage/operate services offered by post offices</li> <li>e. Plan for life insurance and property insurance &amp; select instrument for investment in shares</li> </ul>
Yoga and fitness	<b>COMYGSN101</b>	<ul style="list-style-type: none"> <li>• Understand the principles of practicing asanas and fitness activities.</li> <li>• Learn the various concepts of fitness and general and specific conditioning for the same.</li> <li>• Practically learn the principles of implementing fitness activities and yoga.</li> <li>• Perform specific activities to develop motor abilities.</li> <li>• Perform fitness activities to improve fitness.</li> <li>• Perform prescribed asanas.</li> <li>• Learn and practice recreational activities to develop fitness.</li> <li>• Learn to record and prepare reports.</li> </ul>
Health and wellness	<b>COMHWSN101</b>	<ul style="list-style-type: none"> <li>• Understand the concepts and significance of health and wellness.</li> <li>• Understand the role of physical activities in developing health and wellness.</li> <li>• Perform various physical and fitness activities to develop health and wellness.</li> <li>• Perform related tests to assess parameters related to health.</li> <li>• Learn to record and prepare reports.</li> </ul>
Digital fluency	<b>COMDFSN101</b>	<ul style="list-style-type: none"> <li>• Have an intelligent conversation on the key concepts and applications of Artificial Intelligence (AI), Big Data Analytics (BDA), Internet of Things (IoT), Cloud Computing, and Cybersecurity</li> <li>• Develop holistically by learning essential skills such as effective communication, problem-solving, design thinking, and teamwork</li> <li>• Build his/her personal brand as an agile and expansive learner – one who is interested in horizontal and vertical growth.</li> </ul>

## SECOND SEMESTER

Second semester consists of the following subjects:

SUBJECT	SUBJECT CODE	COURSE OUTCOME
Advanced Financial Accounting	<b>BCMCMCN201</b>	<ul style="list-style-type: none"> <li>a) Understand &amp; compute the amount of claims for loss of stock &amp; loss of Profit.</li> <li>b) Learn various methods of accounting for hire purchase transactions.</li> <li>c) Deal with the inter-departmental transfers and their accounting treatment.</li> <li>d) Demonstrate various accounting treatments for dependent &amp; independent branches.</li> <li>e) Prepare financial statements from incomplete records.</li> </ul>
Corporate Administration	<b>BCMCMCN203</b>	<ul style="list-style-type: none"> <li>a) Understand the frame work of Companies Act of 2013 and different kind of companies.</li> <li>b) Identify the stages and documents involved in the formation of companies in India.</li> <li>c) Analyze the role, responsibilities and functions of Key management Personnel in Corporate Administration.</li> <li>d) Examine the procedure involved in the corporate meeting and the role of company secretary in the meeting.</li> <li>e) Evaluate the role of liquidator in the process of winding up of the company.</li> </ul>
Law and Practice of Banking	<b>BCMCMCN204</b>	<ul style="list-style-type: none"> <li>a. Summarize the relationship between Banker &amp; customer and different types of functions of banker.</li> <li>b. Analyze the role, functions and duties of paying and collecting banker.</li> <li>c. Make use of the procedure involved in opening and operating different accounts.</li> <li>d. Examine the different types of negotiable instrument &amp; their relevance in the present context.</li> <li>e. Estimate possible developments in the banking sector in the upcoming days.</li> </ul>
Financial Environment (Open elective course)	<b>BCMCCEN201</b>	<ul style="list-style-type: none"> <li>a. Understand the fundamentals of Indian Economy and its significance.</li> <li>b. Evaluate the impact of monetary policy on the stake holders of the Economy.</li> <li>c. Assess the impact of fiscal policy on the stake holders of the Economy.</li> <li>d. Examine the status of inflation, unemployment and labor market in India</li> <li>e. Inference the financial sector reforms in India.</li> </ul>

Sports	<b>COMSRSN201</b>	<ul style="list-style-type: none"> <li>• Learn the rules and regulations and practically participate in sports activities.</li> <li>• Be able to practice the skills of a game and athletic events.</li> <li>• Learn the various fitness activities and practically learn them.</li> <li>• Be able to teach and organize intramural and extramural competitions.</li> <li>• Learn to record and prepare reports.</li> </ul>
NSS	<b>COMNSSN201</b>	<ul style="list-style-type: none"> <li>• Involvement in the tasks of national development.</li> <li>• Better understanding and appreciation of the problems of the society.</li> <li>• Raising society to a higher material and moral level by preparing students for final dedication in the service of nation.</li> <li>• To uphold the value system based on the cultural, social, political and moral bases of Indian society.</li> </ul>
Environmental studies	<b>COMEVSN201</b>	<ul style="list-style-type: none"> <li>• To make students realize the importance and their role in the protection and maintenance of a healthy environment for sustainable development.</li> <li>• To enable students to grasp the significance and issues related to ecosystems, biodiversity and natural resources, and ways of managing/ Protecting them.</li> <li>• To enable students to have a nuanced understanding of environmental pollution, solid waste management and climate change and to act with concern on environmental issues.</li> <li>• To make students aware of the environmental policies and movements, and the role of individuals and communities in environmental protection for educating and inspiring the young minds.</li> </ul>

### THIRD SEMESTER

Third Semester consists of the following subjects:

<b>SUBJECT</b>	<b>SUBJECT CODE</b>	<b>COURSEOUTCOME</b>
<b>International Trade and Finance</b>	<b>BCMCMC301</b>	<b>CO1:</b> To understand the features and significance of international trade. <b>CO2:</b> To gain knowledge on components of balance of payment, its disequilibrium and correction. <b>CO3:</b> To understand the role of international economic forums like: WTO, European union.
<b>Financial Accounting III</b>	<b>BCMCMC302</b>	<b>CO1:</b> Treatment of goodwill as per Indian accounting standards. <b>CO2:</b> To understand various circumstance leading to changes in partnership deed. <b>CO3:</b> To learn accounting treatment with the change in the constitution of partnership.
<b>Cost &amp; Management Accounting I</b>	<b>BCMCMC303</b>	<b>CO1:</b> To understand the basic concepts like: cost, cost accounting, cost accountancy and management accounting <b>CO2:</b> Prepare the cost sheet. <b>CO3:</b> To get an insight on the issue relating to material control, Pricing and labor.
<b>Business Taxation I</b>	<b>BCMCMC305</b>	<b>CO1:</b> Familiarize the students with the Legal Provisions and Procedural aspects of Income <b>CO2:</b> Determination of Residential Status of Individual–HUF–Firm–Company. <b>CO3:</b> Computation of income from salary and all the provisions related to the same.

## FOURTH SEMESTER

Fourth Semester consists of the following subjects:

SUBJECT	SUBJECT CODE	COURSEOUTCOME
<b>International Trade and Finance II</b>	<b>BCMCMC401</b>	<b>CO1:</b> To know about the Origin and Growth of MNC's (Multi National corporation) and Capital movement. <b>CO2:</b> Understand about Foreign exchange market. <b>CO3:</b> Assess the impact of foreign exchange rates, Dealers in Foreign exchange and various types of exchange contracts in international trade.
<b>Financial Accounting IV</b>	<b>BCMCMC402</b>	<b>CO1:</b> To understand and prepare Royalty accounts <b>CO2:</b> Preparing branch and departmental accounts. <b>CO3:</b> SEBI guidelines on Underwriting of shares
<b>Cost &amp; Management Accounting II</b>	<b>BCMCMC403</b>	<b>CO1:</b> Identification and absorption of overheads on different basis. <b>CO2:</b> To learn about integrated and non-integrated accounting system <b>CO3:</b> Need and procedure of Reconciliation of cost and financial accounts.
<b>Business Taxation II</b>	<b>BCMCMC405</b>	<b>CO1:</b> To know the legal provision of income tax with relation to different heads of income. <b>CO2:</b> Rules governing Depreciation – Additional Depreciation-Computation of Depreciation and Written Down Value under Block of Assets Method. <b>CO3:</b> Computation of income under various heads like: house property, Business or profession, Capital gains and other sources.



## FIFTH SEMESTER

Fifth Semester consists of the following subjects:

SUBJECT	SUBJECT CODE	COURSE OUTCOME
<b>Business Law</b>	<b>BCMCMC501</b>	<b>CO1:</b> To make them aware about various Laws relating to commercial activities. <b>CO2:</b> To understand the mode of discharge of Contract and Remedies for the Breach of Contract. <b>CO3:</b> Develop acceptable attitudes and viewpoints with respect of legal environment of business.
<b>Modern Marketing</b>	<b>BCMCMC502</b>	<b>CO1:</b> Understand the current role of marketing in the business and society. <b>CO2:</b> Comprehend the marketing issues in a growing business context through real marketing case studies and anecdotes. <b>CO3:</b> Develop the cognitive and analytical ability with application of marketing knowledge required for marketing career prospects.
<b>Financial Management I</b>	<b>BCMCMC503</b>	<b>CO1:</b> To enable the students to understand the basic concepts and tools of finance applied in the corporate financial affairs. <b>CO2:</b> To develop the knowledge and skills expected of a Finance Manager, in relation to financial decisions.
<b>Financial Accounting V</b>	<b>BCMCMC504</b>	<b>CO1:</b> To know the accounting treatment for redemption of Debentures and Preference shares. <b>CO2:</b> Methods of valuation of shares and goodwill. <b>CO3:</b> Prepare Financial statements of the companies.
<b>Cost &amp; Management Accounting III</b>	<b>BCMCMC505</b>	<b>CO1:</b> To understand the basic concepts & processes use to determine product costs <b>CO2:</b> To be able to analyze & evaluate inflation for last ascertainment, planning, control & decision making <b>CO3:</b> Learn to solve problems on contract costing and process contract.
<b>Business Taxation III</b>	<b>BCMCMC507</b>	<b>CO1:</b> To know about various deductions that can be claimed from 80C to 80U. <b>CO2:</b> Gain knowledge about set-off & carry forward of losses <b>CO3:</b> To learn legal provisions applicable while doing the assessment of partnership firm and companies.

## SIXTH SEMESTER

Six semester consists of the following subjects:

SUBJECT	SUBJECT CODE	COURSEOUTCOME
Indian Corporate Law	BCMCMC601	<b>CO1:</b> To demonstrate a comprehensive and accurate knowledge of law relating to the formation, administration and operation of a company. <b>CO2:</b> To develop and understanding of current policy, trends and developments in corporate law in Indian scenario. <b>CO3:</b> To demonstrate an in-depth understanding of the Companies act,2013 along with all its amendments.
Auditing	BCMCMC602	<b>CO1:</b> To familiarize the students with the basics of Auditing. <b>CO2:</b> To create awareness of principles and procedure of auditing. <b>CO3:</b> It will help the students to imbibe the audit culture, critical Thinking and analytical skills leading to the enhancement of employability in the auditing domain.
Financial Management II	BCMCMC503	<b>CO1:</b> To enable the students to acquire working capital management skills <b>CO2:</b> To understand the advanced concepts and techniques in corporate financial affairs in relation to investment and Dividend policy decisions.
Financial Accounting VI	BCMCMC604	<b>CO1:</b> To know about External Reconstruction, Absorption and Amalgamation of Indian companies. <b>CO2:</b> Preparation of financial statements of banking companies. <b>CO3:</b> To prepare final accounts of companies in latest vertical format stated in companies act-2013.
Cost & Management Accounting IV	BCMCMC605	<b>CO1:</b> To acquaint students with basics of Management Accounting. <b>CO2:</b> To impart knowledge on the short term and long-term decision-making techniques and methods. <b>CO3:</b> To understand the concept of sources and application of funds.
Business Taxation IV	BCMCMC607	<b>CO1:</b> To familiarize the students with the provisions of Indirect Taxation Laws in India. <b>CO2:</b> Exposed to details of indirect tax like customs duty, central excise tax. <b>CO3:</b> Is taught with reference to the relevant amendments made to GST by GSTC and by Finance Acts passed in the Parliament from time.

## **BBA PROGRAM OUTCOME**

**PO1:** To provide adequate basic understanding about management education among the students.

**PO2:** To develop viable alternatives and make effective decisions

**PO3:** To understand finance and other core business content.

**PO4:** To train the students in communication and business skills effectively.

**PO5:** To provide the strong foundation for their higher studies.

**PO6:** To inculcate entrepreneurial skill and make students employable in various companies.

## **BBAPROGRAMSPECIFICOUTCOMES**

**PSO1:** Understand the components of Business Functions.

**PSO2:** To create social sensitivity and make aware of social ethics and responsibilities.

**PSO3:** Analyze the theoretical knowledge with the practical aspects of Organizational to develop technical and managerial skill.

**PSO4:** To understand the changing aspects of Global prospective.

**PSO5:** To develop entrepreneurship, interpersonal skills, critical and analytical thinking abilities.

# BBA COURSE OUTCOME

## FIRST SEMESTER

**First semester consists of the following subjects (NEP)**

SUBJECT	SUBJECT CODE	COURSE OUTCOME
Management Principles & Practice	<b>BBABMCN101</b>	<ol style="list-style-type: none"> <li>1. The ability to understand concepts of business management, principles and function of management.</li> <li>2. The ability to explain the process of planning and decision making.</li> <li>3. The ability to create organization structures based on authority, task and responsibilities.</li> <li>4. The ability to explain the principles of direction, importance of communication, barrier of communication, motivation theories and leadership styles.</li> <li>5. The ability to understand the requirement of good control system and control techniques</li> </ol>
Fundamentals of Business Accounting	<b>BBABMCN102</b>	<ol style="list-style-type: none"> <li>1. Understand the frame work of accounting as well accounting standards.</li> <li>2. The Ability to pass journal entries and prepare ledger accounts</li> <li>3. The Ability to prepare subsidiaries books</li> <li>4. The Ability to prepare trial balance and final accounts of proprietary concern.</li> <li>5. Construct final accounts through application tally.</li> </ol>
Marketing Management	<b>BBABMCN103</b>	<ol style="list-style-type: none"> <li>1. Understand the concepts and function so marketing.</li> <li>2. Analyze marketing environment impacting the business.</li> <li>3. Segment the market and understand the consumer behavior.</li> <li>4. Describe the 4 Ps of marketing and also strategize marketing mix</li> <li>5. Describe 7Ps of service marketing mix.</li> </ol>
Digital Fluency (SEC) (Common for all UG programs)	<b>COMDFSN101</b>	<ul style="list-style-type: none"> <li>• Have an intelligent conversation on the key concepts and applications of Artificial Intelligence (AI), Big Data Analytics (BDA), Internet of Things (IoT), Cloud Computing, and Cybersecurity</li> <li>• Develop holistically by learning essential skills such as effective communication, problem-solving, design thinking, and teamwork</li> <li>• Build his/her personal brand as an agile and expansive learner – one who is interested in horizontal and vertical growth.</li> </ul>

Yoga and fitness	<b>COMYGSN101</b>	<ul style="list-style-type: none"> <li>• Understand the principles of practicing asanas and fitness activities.</li> <li>• Learn the various concepts of fitness and general and specific conditioning for the same.</li> <li>• Practically learn the principles of implementing fitness activities and yoga.</li> <li>• Perform specific activities to develop motor abilities.</li> <li>• Perform fitness activities to improve fitness.</li> <li>• Perform prescribed asanas.</li> <li>• Learn and practice recreational activities to develop fitness.</li> <li>• Learn to record and prepare reports.</li> </ul>
Health and wellness	<b>COMHWSN101</b>	<ul style="list-style-type: none"> <li>• Understand the concepts and significance of health and wellness.</li> <li>• Understand the role of physical activities in developing health and wellness.</li> <li>• Perform various physical and fitness activities to develop health and wellness.</li> <li>• Perform related tests to assess parameters related to health.</li> </ul> <p>Learn to record and prepare reports.</p>
Business Organization (OEC)		<ul style="list-style-type: none"> <li>• An understanding of the nature, objectives and social responsibilities of business</li> <li>• An ability to describe the different forms of organizations</li> <li>• An understanding of the basic concepts of management</li> <li>• An understanding of functions of management.</li> <li>• An understanding of different types of business combinations</li> </ul>
Office Organization and Management (OEC)		<ul style="list-style-type: none"> <li>• An understanding of basic knowledge of office organization and management</li> <li>• Demonstrate skills in effective office organization</li> <li>• Ability to maintain office records</li> <li>• Ability to maintain digital record.</li> <li>• Understanding of different types of organization structures and responsibilities as future office managers.</li> </ul>

## SECOND SEMESTER

Second semester consists of the following subjects (NEP):

SUBJECT	SUBJECT CODE	COURSE OUTCOME
Corporate Accounting and Reporting	BBABMCN201	<ol style="list-style-type: none"><li>1. The ability to prepare final accounts of partnership firms</li><li>2. The ability to understand the process of public issue of shares and accounting for the same</li><li>3. The ability to prepare final accounts of joint stock companies.</li><li>4. The ability to prepare and evaluate vertical and horizontal analysis of financial statements</li><li>5. The ability to understand company's annual reports.</li></ol>
Human Resource Management	BBABMCN202	<ol style="list-style-type: none"><li>1. Ability to describe the role and responsibility of Human resources management functions on business</li><li>2. Ability to describe HRP, Recruitment and Selection process</li><li>3. Ability to describe to induction, training, and compensation aspects.</li><li>4. Ability to explain performance appraisal and its process.</li><li>5. Ability to demonstrate Employee Engagement and Psychological Contract.</li></ol>
Business environment	BBABMCN203	<ol style="list-style-type: none"><li>1. An Understanding of components of business environment.</li><li>2. Ability to analyze the environmental factors influencing business organization.</li><li>3. Ability to demonstrate Competitive structure analysis for select industry.</li><li>4. Ability to explain the impact of fiscal policy and monetary policy on business.</li><li>5. Ability to analyze the impact of economic environmental factors on business.</li></ol>

Retail management (Open elective)	<b>BBABMEN202</b>	<ol style="list-style-type: none"> <li>1. An understanding of the types and forms of Retail business.</li> <li>2. Ability to examine Consumer Behavior in various environments.</li> <li>3. Ability to analyze various Retail operations and evaluate them.</li> <li>4. Ability to analyze various marketing mix elements in retail operations.</li> <li>5. An understanding of Information Technology in retail business.</li> </ol>
Environmental studies	<b>COMEVS201</b>	<ul style="list-style-type: none"> <li>• To make students realize the importance and their role in the protection and maintenance of a healthy environment for sustainable development.</li> <li>• To enable students to grasp the significance and issues related to ecosystems, biodiversity and natural resources, and ways of managing/ Protecting them.</li> <li>• To enable students to have a nuanced understanding of environmental pollution, solid waste management and climate change and to act with concern on environmental issues.</li> <li>• To make students aware of the environmental policies and movements, and the role of individuals and communities in environmental protection for educating and inspiring the young minds.</li> </ul>
Sports	<b>COMSRSN201</b>	<ul style="list-style-type: none"> <li>• Learn the rules and regulations and practically participate in sports activities.</li> <li>• Be able to practice the skills of a game and athletic events.</li> <li>• Learn the various fitness activities and practically learn them.</li> <li>• Be able to teach and organize intramural and extramural competitions.</li> <li>• Learn to record and prepare reports.</li> </ul>
NSS	<b>COMNSSN201</b>	<ul style="list-style-type: none"> <li>• Involvement in the tasks of national development.</li> <li>• Better understanding and appreciation of the problems of the society.</li> <li>• Raising society to a higher material and moral level by preparing students for final dedication in the service of nation.</li> <li>• To uphold the value system based on the cultural, social, political and moral bases of Indian society.</li> </ul>

### THIRDSEMESTER

Third Semester consists of the following subjects:

<b>SUBJECT</b>	<b>SUBJECT CODE</b>	<b>COURCEOUTCOME</b>
<b>Commercial Law</b>	<b>BBABM203</b>	<b>COS1:</b> To familiarize the students with the relevant legislations affecting business
<b>Marketing Management</b>	<b>BBABMC252</b>	<b>COS1:</b> To equip the concepts and its implication of marketing. <b>COS2:</b> To know the emerging issues in marketing.
<b>Business Statistics and Mathematics</b>	<b>BBABMC253</b>	<b>COS1:</b> To acquaint the basic knowledge of business statistics and mathematics. <b>COS2:</b> To analyze business and managerial data. <b>COS3:</b> To facilitate managerial decision making.
<b>Income Tax</b>	<b>BBABMC254</b>	<b>COS1:</b> To known about business management with income tax Law. <b>COS2:</b> To considering the latest amendments and enactments.
<b>Corporate Accounting</b>	<b>BBABMC255</b>	<b>COS1:</b> To acquire the conceptual knowledge of the corporate accounting. <b>COS2:</b> To learn the techniques of preparing the financial statements.
<b>Human Resource Management</b>	<b>BBABMC256</b>	<b>COS1:</b> To acquire the students to understand the element of HRM



## FOURTH SEMESTER

Fourth Semester consists of the following subjects:

SUBJECT	SUBJECT CODE	COURSE OUTCOME
<b>Modern-Banking Management</b>	<b>BBABMC257</b>	<b>COS1:</b> To provide knowledge on the working of banking and the financial system. <b>COS2:</b> To create awareness on the digital banking skills.
<b>Computer Application in Management</b>	<b>BBABMC258</b>	<b>COS1:</b> To know the latest development in the field of computer. <b>COS2:</b> To give a brief idea about the application of computer in business. <b>COS3:</b> Able to know the basic of management information system.
<b>Fundamentals Of Financial Management</b>	<b>BBABMC259</b>	<b>COS1:</b> To acquaint with the fundamentals of financial management concepts and techniques. <b>COS2:</b> To know the changing role of financial system.
<b>Human Resource Management</b>	<b>BBABMC260</b>	<b>COS1:</b> To understand the elements of human resource management. <b>COS2:</b> To know the basic concepts of HRM and its functions.
<b>Corporate Accounting</b>	<b>BBABMC261</b>	<b>COS1:</b> To acquire the conceptual knowledge of corporate accounting. <b>COS2:</b> To learn the techniques of preparing financial statement.

## FIFTH SEMESTER

Fifth Semester consists of the following subjects:

SUBJECT	SUBJECT CODE	COURSE OUTCOME
Commercial Law	BBABMC354	<b>COS1:</b> To familiarize the relevant legislations affecting business. <b>COS2:</b> To describe the legality of object which influence the business.
Cost Accounting	BBABMC355	<b>COS1:</b> To know the costing terminology, principles and applications. <b>COS2:</b> To create the application of costing methods and techniques in the business enterprises.
Event Management and Public Relations	BBABMC356	<b>COS1:</b> To promote theoretical insight of both the Event Management and Public Relations discipline. <b>COS2:</b> To equip theories concepts and process of various forms of event management and public relations.
Export Management	BBABMC357	<b>COS1:</b> To bring awareness about export business activities and its potential for business occupation for students.
Marketing Management: Retail and Service Marketing	BBABMC358	<b>COS1:</b> To acquaint the concept of retail and service marketing. <b>COS2:</b> To know the changing trends in retailing and service marketing.
Human Resource Development	BBABMC359	<b>COS1:</b> To know the way of developing the Human Resource. <b>COS2:</b> To understand the recent Developments in HRD.

## SIXTH SEMESTER

Sixth Semester consists of the following subjects:

SUBJECT	SUBJECT CODE	COURSE OUTCOME
Company Law	BBABMC361	<b>COS1:</b> To give an insight into the provisions of the companies act. <b>COS2:</b> To know the formation, running and closure of Joint stock companies.
Investment Management	BBABMC362	<b>COS1:</b> To give a general idea regarding the nature and types of investment opportunities in India. <b>COS2:</b> To know the pool of investment especially in mutual fund. <b>COS3:</b> To identify the tools and techniques for investment.
Cost And Management Accounting	BBABMC363	<b>COS1:</b> To expose the cost & management accounting methods and techniques used in practice. <b>COS2:</b> To analyses the various methods for allocation of cost related aspects.
Auditing	BBABMC364	<b>COS1:</b> To acquaint the learners of Management with the intricacies of auditing. <b>COS2:</b> To know the auditing needs for the business. <b>COS3:</b> To understand the Procedure & Practices of auditing.
Marketing Management: Advertisement and Sales Management	BBABMC366	<b>COS1:</b> Acquaint the concepts of advertising, sales and its applications in the business. <b>COS2:</b> To enable the students to learn the process, tools and techniques of marketing research and an understanding of consumer behavior. <b>COS3:</b> To enable the students to learn different aspects of advertising & sales management.
HRM: Industrial Relations and Labor Legislations	BBABMC367	<b>COS1:</b> To understand industrial relation functions. <b>COS2:</b> To provide a framework for analysis of industrial relations problem. <b>COS3:</b> Understand the mechanism of settlement through the machineries provide by the legislations.

## BCA PROGRAM OUTCOME (PO)

**PO1:** Understand the key concepts of computer application.

**PO2:** Analyze, design, implement and evaluate computerized solutions to real world problems using appropriate computing methods.

**PO3:** Develop practical skills to provide Solutions to industry, Society and business.

**PO4:** To Communicate effectively in all the forms.

## BCA PROGRAM SPECIFIC OUTCOME (PSO)

**PSO1:** Understand the basic concepts of Digital Logic and Computer Design, Object Oriented Programming concepts, Oracle and SQL databases, Assembly Languages and Web Applications.

**PSO2:** Understand standard Software Engineering and Project Management concepts in Software project development.

**PSO3:** Students will be able to know various trends in technology development.

**PSO4:** To prepare graduates who will have a successful professional career in both Industry and Government sectors where computer applications are deployed.

## BCA COURSE OUTCOME FIRST SEMESTER

First semester consists of the following subjects:

SUBJECT	SUBJECT CODE	COURSE OUTCOME
<b>Fundamentals of Computers</b>	<b>BCACACN101</b>	<ul style="list-style-type: none"> <li>• Understand the fundamentals of computer system</li> <li>• Identify different components within the computer system</li> <li>• Understand different types of input and output devices</li> <li>• Demonstrate the working concepts of different devices connected to computer</li> <li>• Explain different generations of programming languages and their significance</li> <li>• Understand the use of Word processing, Spreadsheet, Presentation and DBMS applications</li> <li>• Understand Digital computer and digital systems functioning</li> </ul>
<b>Programming in C</b>	<b>BCACACN102</b>	<ol style="list-style-type: none"> <li>1. Confidently operate Desktop Computers to carry out computational tasks</li> <li>2. Understand working of Hardware and Software and the importance of operating systems</li> <li>3. Understand programming languages, number systems, peripheral devices, networking, multimedia and internet concepts</li> <li>4. Read, understand and trace the execution of programs written in C language</li> <li>5. Write the C code for a given problem</li> <li>6. Perform input and output operations using programs in C</li> <li>7. Write programs that perform operations on arrays</li> </ol>

<b>Mathematical Foundation</b>	<b>BCACACN103</b>	<ol style="list-style-type: none"> <li>1. Study and solve problems related to connectives, predicates and quantifiers under different situations.</li> <li>2. Develop basic knowledge of matrices and to solve equations using Cramer's rule.</li> <li>3. Know the concept of Eigen values.</li> <li>4. To develop the knowledge about derivatives and know various applications of differentiation.</li> <li>5. Understand the basic concepts of Mathematical reasoning, set and functions</li> </ol>
<b>Information Technology Lab</b>	<b>BCACAPN104</b>	<ol style="list-style-type: none"> <li>1. Identification of the peripherals of a computer, components in a CPU and their functions.</li> <li>2. Assembling and disassembling the system hardware components of personal computer.</li> <li>3. Basic Computer Hardware Trouble shooting.</li> <li>4. LAN and WiFi Basics.</li> <li>5. Operating System Installation – Windows OS, UNIX/LINUX, Dual Booting.</li> <li>6. Activities using word processing, presentation and spreadsheet software</li> <li>7. Tasks involving Internet Browsing</li> </ol>
<b>C Programming Lab</b>	<b>BCACAPN105</b>	<ul style="list-style-type: none"> <li>• Develop a C program.</li> <li>• Control the sequence of the program and give logical outputs.</li> <li>• Implement strings in your C programming.</li> <li>• Store different data types in the same memory.</li> <li>• Manage input output operations in your C programming.</li> </ul>
<b>Office Automation</b>	<b>BCACAEN101</b>	<ol style="list-style-type: none"> <li>1. Compare and contrast various types of operating systems</li> <li>2. Explain the purpose of office automation</li> <li>3. Describe how information is stored and retried in/from computer memory</li> <li>4. Know about various types of office automation software and their applications</li> <li>5. Create document using word processing software</li> </ol>

		<ol style="list-style-type: none"> <li>6. Design presentation using presentation software</li> <li>7. Create worksheets using spreadsheet software</li> <li>8. Store and retrieve data in/from database management application</li> </ol>
Digital Fluency (SEC) (Common for all UG programs)	<b>COMDFSN101</b>	<ul style="list-style-type: none"> <li>• Have an intelligent conversation on the key concepts and applications of Artificial Intelligence (AI), Big Data Analytics (BDA), Internet of Things (IoT), Cloud Computing, and Cybersecurity</li> <li>• Develop holistically by learning essential skills such as effective communication, problem-solving, design thinking, and teamwork</li> </ul> <p>Build his/her personal brand as an agile and expansive learner – one who is interested in horizontal and vertical growth.</p>
Yoga and fitness	<b>COMYGSN101</b>	<ul style="list-style-type: none"> <li>• Understand the principles of practicing asanas and fitness activities.</li> <li>• Learn the various concepts of fitness and general and specific conditioning for the same.</li> <li>• Practically learn the principles of implementing fitness activities and yoga.</li> <li>• Perform specific activities to develop motor abilities.</li> <li>• Perform fitness activities to improve fitness.</li> <li>• Perform prescribed asanas.</li> <li>• Learn and practice recreational activities to develop fitness.</li> </ul> <p>Learn to record and prepare reports.</p>
Health and wellness	<b>COMHWSN101</b>	<ul style="list-style-type: none"> <li>• Understand the concepts and significance of health and wellness.</li> <li>• Understand the role of physical activities in developing health and wellness.</li> <li>• Perform various physical and fitness activities to develop health and wellness.</li> <li>• Perform related tests to assess parameters related to health.</li> </ul> <p>Learn to record and prepare reports.</p>

## SECOND SEMESTER

Second semester consists of the following subjects:

SUBJECT	SUBJECT CODE	COURSE OUTCOME
<b>Data Structures using C</b>	<b>BACCACN202</b>	<ul style="list-style-type: none"><li>• Describe how arrays, records, linked structures, stacks, queues, trees, and graphs are represented in memory and used by algorithms</li><li>• Describe common applications for arrays, records, linked structures, stacks, queues, trees, and graphs</li><li>• Write programs that use arrays, linked structures, stacks, queues, trees, and graphs</li><li>• Demonstrate different methods for traversing trees</li><li>• Compare alternative implementations of data structures with respect to performance</li><li>• Describe the concept of recursion, give examples of its use</li><li>• Discuss the computational efficiency of the principal algorithms for sorting, searching, and hashing</li></ul>
<b>Object Oriented Programming with JAVA</b>	<b>BCACACN203</b>	<ol style="list-style-type: none"><li>1. Understand the features of Java and the architecture of JVM</li><li>2. Write, compile, and execute Java programs that may include basic data types and control flow constructs and how type casting is done</li><li>3. Identify classes, objects, members of a class and relationships among them needed for a specific problem and demonstrate the concepts of polymorphism and inheritance</li><li>4. The students will be able to demonstrate programs based</li></ol>



		<p>on interfaces and threads and explain the benefits of JAVA's Exceptional handling mechanism compared to other Programming Language</p> <p>5. Write, compile, execute Java programs that include GUIs and event driven programming and also programs based on files</p>
<b>Discrete Mathematical Structures</b>	<b>BCACACN201</b>	<ul style="list-style-type: none"> <li>• To understand the basic concepts of Mathematical reasoning, set and functions.</li> <li>• To understand various counting techniques.</li> <li>• Understand the concepts of various types of relations, partial ordering and equivalence relations.</li> <li>• To understand the concept of probability and mathematical induction.</li> <li>• Familiarize the fundamental concepts of graph theory and shortest path algorithm.</li> <li>• To understand the concept of binary tree representation.</li> </ul>
<b>Data Structures Lab</b>	<b>BCACAPN204</b>	<ul style="list-style-type: none"> <li>• Ability to analyze algorithms and algorithm correctness.</li> <li>• Ability to summarize searching and sorting techniques</li> <li>• Ability to describe stack, queue and linked list operation.</li> <li>• Ability to have knowledge of tree and graphs concepts.</li> </ul>
<b>JAVA Lab</b>	<b>BCACAPN205</b>	<ul style="list-style-type: none"> <li>• Able to write programs for solving real world problems using java collection frame work.</li> <li>• Able to write programs using abstract classes.</li> <li>• Able to write multithreaded programs.</li> <li>• Able to write GUI programs using swing controls in Java.</li> </ul>

<b>Web Designing</b>	<b>BCACAEN201</b>	<ul style="list-style-type: none"> <li>• Understand various Internet related terminologies</li> <li>• Explain features and evolution of Internet</li> <li>• Explain the use of search engines</li> <li>• Know the use of different tags available in HTML</li> <li>• Design web pages using HTML5, CSS3, XML and XHTML</li> <li>• Implement websites using linked web pages.</li> </ul>
Environmental studies	<b>COMEVS201</b>	<ul style="list-style-type: none"> <li>• To make students realize the importance and their role in the protection and maintenance of a healthy environment for sustainable development.</li> <li>• To enable students to grasp the significance and issues related to ecosystems, biodiversity and natural resources, and ways of managing/ Protecting them.</li> <li>• To enable students to have a nuanced understanding of environmental pollution, solid waste management and climate change and to act with concern on environmental issues.</li> <li>• To make students aware of the environmental policies and movements, and the role of individuals and communities in environmental protection for educating and inspiring the young minds.</li> </ul>
Sports	<b>COMSRSN201</b>	<ul style="list-style-type: none"> <li>• Learn the rules and regulations and practically participate in sports activities.</li> <li>• Be able to practice the skills of a game and athletic events.</li> <li>• Learn the various fitness activities and practically learn them.</li> <li>• Be able to teach and organize intramural and extramural competitions.</li> <li>f. Learn to record and prepare reports.</li> </ul>

NSS	<b>COMNSSN201</b>	<ul style="list-style-type: none"><li>• Involvement in the tasks of national development.</li><li>• Better understanding and appreciation of the problems of the society.</li><li>• Raising society to a higher material and moral level by preparing students for final dedication in the service of nation.</li></ul> <p>To uphold the value system based on the cultural, social, political and moral bases of Indian society.</p>
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### THIRD SEMESTER

Third Semester consists of the following subjects:

SUBJECT	SUBJECT CODE	COURSE OUTCOME
<b>Basic Mathematics</b>	<b>BCA301</b>	<b>CO1:</b> Can simplify and evaluate algebraic expressions, solve linear equations. <b>CO2:</b> Apply, evaluate and prove trigonometric equations and differentiation techniques to solve applied problems. <b>CO3:</b> Apply the set theory and relational concepts and graphs and tree concepts to different application.
<b>Microprocessor</b>	<b>BCA302</b>	<b>CO1:</b> Able to write programs to run on 8086 microprocessor-based systems. <b>CO2:</b> To understand basic architecture of 16 bit and 32bit microprocessors. <b>CO3:</b> To understand the overview of microcontrollers.
<b>Data Structures</b>	<b>BCA303</b>	<b>CO1:</b> Able to use linear and non-linear data structures like stacks, queues, linked list etc. <b>CO2:</b> Implement various sorting and searching techniques in c and C++ languages. <b>CO3:</b> To understand the concept of trees and tree traversing.
<b>Operating System</b>	<b>BCA304</b>	<b>CO1:</b> Understanding the concepts, structure and design of Operating system. <b>CO2:</b> Understand the process management and scheduling of processes and its allocation policies, <b>CO3:</b> Effectively use Software development tools including libraries, pre-processors, compilers, linkers and make files.
<b>Data Mining</b>	<b>BCA305</b>	<b>CO1:</b> Provides the concepts and techniques in processing gathered data or information which will be used in various applications. <b>CO2:</b> It focuses on the methods of knowing, pre-processing and warehousing data and presents information about data warehousing, OLAP. <b>CO3:</b> Introduces the concept and methods for data clustering, mining frequent patterns, associations and correlations for large data sets as described.

## FOURTH SEMESTER

Fourth Semester consists of the following subjects:

SUBJECT	SUBJECT CODE	COURSE OUTCOME
Computer Graphics and Multimedia	BCA401	<p><b>CO1:</b> Understanding of the core concepts of computergraphics.</p> <p><b>CO2:</b> Familiarity with key algorithms for modelling and rendering graphical data.</p> <p><b>CO3:</b> Develop understanding of technical aspect of multimedia system and understand the various file formats for audio, video and text media.</p>
Visual Basic.Net	BCA402	<p><b>CO1:</b> To build windows application using structured or object-based programming techniques and create applicationthat use ADO.NET.</p> <p><b>CO2:</b> Understand .Net framework and describe some of the major enhancements to the new version of Visual Basic.</p> <p><b>CO3:</b> Describe the basic structure of a Visual Basic Net and use main features of the Integrated Development Environment (IDE).</p>
TCP/IP	BCA403	<p><b>CO1:</b> An ability to understand the basic concepts of data communication and responsibility of each layer of reference model.</p> <p><b>CO2:</b> an ability to understand the operations of various protocols.</p> <p><b>CO3:</b> implement the concepts of naming and addressing to Internet IPv4 and their Extensions to IPv6.</p>
E-Commerce	BCA404	<p><b>CO1:</b> Develop database driven web application</p> <p><b>CO2:</b> Understand key security issues of E-commerce</p> <p><b>CO3:</b> Master the development life cycle of mobile applications.</p>
System Analysis and Design	BCA405	<p><b>CO1:</b> A firm basis for understanding the life cycle of a system development project.</p> <p><b>CO2:</b> Gather data to analyses and specify the requirements of a system and design system components.</p> <p><b>CO3:</b> Build general and detailed models that assist programmers in implementing a system.</p>

## FIFTH SEMESTER

Fifth Semester consists of the following subjects:

SUBJECT	SUBJECT CODE	COURSE OUTCOME
Software Engineering	BCA501	<p><b><u>CO1:</u></b> Explain needs for Software specifications, also they can classify different types of Software requirements and their gathering techniques.</p> <p><b><u>CO2:</u></b> Convert the requirement model into the design model and demonstrate the use of Software and user interface design principles.</p> <p><b><u>CO3:</u></b> To know basics of testing and understanding concepts of Software quality assurance and Software configuration.</p>
Linux Environment	BCA502	<p><b><u>CO1:</u></b> To install and configure the Linux operating system for single and multi-user environment</p> <p><b><u>CO2:</u></b> Use the command line interface for basic user, file and system maintenance</p> <p><b><u>CO3:</u></b> Configure and use the X Windows graphical user interface.</p>
Web.Net	BCA503	<p><b><u>CO1:</u></b> To design, build, deploy web application using ASP.NET.</p> <p><b><u>CO2:</u></b> To demonstrate the importance of HTML and XHTML tags in structured layer with content using Cascading style Sheet.</p> <p><b><u>CO3:</u></b> Create database driven ASP.NET web applications and web services.</p>
Java Programming	BCA504	<p><b><u>CO1:</u></b> Understanding the use of good object oriented design principles including encapsulation and information hiding.</p> <p><b><u>CO2:</u></b> The implementation will demonstrate the use of variety of basic control structures including selection, repetition; classes and objects in a tiered architecture; primitive and reference data types including composition; basic AWT components; file based I/O AND ARRAYS.</p> <p><b><u>CO3:</u></b> Develop Software in the java programming language.</p>

<p><b>Distributed Computing</b></p>	<p><b>BCA505</b></p>	<p><b><u>CO1:</u></b> Demonstrate knowledge of the basic elements and concepts related to distributed systems technologies.</p> <p><b><u>CO2:</u></b> Demonstrate knowledge of the core architectural aspects of distributed systems and to implement the distributed applications.</p> <p><b><u>CO3:</u></b> Demonstrate knowledge of details the main underlying components of distributed systems such as RPC, RMI.</p>
<p><b>Management Information System</b></p>	<p><b>BCA506</b></p>	<p><b><u>CO1:</u></b> Understand the leadership role Management Information Systems in achieving business competitive advantage through informed decisions.</p> <p><b><u>CO2:</u></b> Analyse and synthesize business information and systems to facilitate evaluation of strategic alternatives</p> <p><b><u>CO3:</u></b> Effectively communicate strategic alternatives to facilitate decision making.</p>

# Department of Chemistry

## Overview:

The department of chemistry was established in the year 2019 with B.Sc. (PCM). The department has a rich tradition of imparting quality teaching in the thrust areas of chemical science. Students shall have a basic knowledge of chemistry with a blend of science is of a need for the hour. The goal of the department is to provide a broad knowledge of theoretical and practical chemistry to the budding graduates to enable them on professional careers of their choice.

## Vision:

"To develop scientific temper among students and Orient them towards research and innovation".

## Mission:

"To awaken the young minds and discover their talents in both theory and practical through innovative instructional method".

## Program outcome:

- To create enthusiasm among students for chemistry and its application in the various fields.
- To provide students with the ability to plan and carry out experiments independently and assess the significance of outcomes and to cater to the demands of chemical industries of well-trained graduates.
- To develop the ability to adapt and apply methodology to the solution of unfamiliar types of problems.
- To instill critical awareness of advances at the forefront of chemical sciences, to prepare students effectively for professional employment or research degrees in chemical sciences and to develop an independent and responsible work ethics.

## Course objectives:

- The concept of mechanism and its importance will be taught to the student.
- Stereochemistry, analytical methods, Fundamentals of separation methods by chromatography will be taught.
- The structures, bonding of molecules, ions based on different models and theories will be taught
- The concepts of surface chemistry, thermodynamics, spectroscopy, catalysis will be taught
- The theoretical and experimental aspects of chemical kinetics including basic theories of reaction rates and methods of determining orders will be taught
- To attain Practical knowledge about qualitative, quantitative analysis, chromatography, conductometry, colorimetry, potentiometry.

## Course Outcome:

- The student will be able to understand the importance of fundamental laws



and validation parameters in chemical analysis.

- The student will be able to explain the mechanism, importance of stereochemistry in predicting the structure and property of organic molecules.
- The student will be able to understand the instrumental methods of colorimetry, potentiometry, refractometry, conductometry.
- The student will learn to fit experimental data with theoretical models and interpret the data.
- The student will be able to interpret the behavior of interfaces, the phenomena of physisorption and chemisorption's and their applications in chemical and industrial processes.

# DEPARTMENT OF MATHEMATICS

**Vision:**

To enable the students to see the value and beauty of mathematics, and utilize mathematics as a tool of everyday life.

**Programme objective:**

- To impart quality knowledge of mathematics
- To create an environment which helps in developing mathematical skills.
- To engage students in meaningful mathematical experiences.

**Course objective:**

- To improve the perspective of students on mathematics
- To enable the students to drive away the fear of mathematics and enjoy it.
- To enable students to pose and solve meaningful problems and to understand the basic structure of mathematics.
- To help the students build interest and Confidence in learning the subject.

# Department of Physics

## Overview:

The department of Physics was established in 2019 with B. Sc (PCM) with its first batch of 21 students. The goal of Physics department is to provide quality required courses for program. Faculty members interacts well with the students and motivates them to pursue higher education. Steps are taken to explore hidden talents and originality among students.

## Vision:

To enhance quality-based science education by igniting the young talented minds with creative ideas and to develop a scientific temper among students.

## Mission:

- To impart quality education both in theoretical and experimental physics through effective teaching learning process.
- To motivate students to pursue higher studies in Physics
- To provide students with basic knowledge and skills in Physics

## Program Outcome:

- Study will demonstrate knowledge of classical mechanics, electromagnetism, quantum mechanics and thermal physics and be able to apply this knowledge to analyze a variety of physical phenomena
- Student will show that they have learned laboratory skills, enabling them to take measurements in a physics laboratory and analyze the measurements to allow valid point conclusions.

## Course Objectives:

- To carry out experiments to understand the laws and concepts of Physics
- To make the students develop core concepts and applications of classical mechanics, electricity and magnetism, quantum mechanics and statistical physics
- To develop the ability of the students to conduct, analyze and report and experiment.
- Make the students aware of opportunities in higher education and employability with physics as one of the core objectives.

## Course outcome:

- The different types of waves and their characteristics will be taught

- The superposition of waves under different conditions such as linear and perpendicular overlapping will be taught
- Different models of light propagation will be taught
- Diffraction due to different objects like single slit, double slit, diffraction grating and oblique incidence will be taught.

**Facilities:**

At present, the department of Physics has well equipped laboratories with more than 30 experiments as it is in the process of purchasing new instruments for the purpose every year. Present teaching staff strength of the department is 2. Since its establishment, the faculty members of the department is working hard to achieve its mission.

# MASTER OF COMMERCE

## **History of the Department:**

The Department of Master of Commerce was started in the year 2022 with 13 students affiliated to Mangalore University.

## **About the Programme:**

Master of Commerce is a two year post graduate programme that is relevant to the industry requirements for building a strong foundation of conceptual, entrepreneurial and analytical skills. It deals with commerce, management and economics. This course is intended to enrich learners' skills and knowledge in the world of business from a global perspective.

M.com is most popular among aspiring teachers/lecturers and researchers. For students who wish to pursue a career in the commerce, banking and financial services sector M.Com can be a very good option.

## **Objective of M.Com Programme:**

1. The primary objective of this programme is to guide the student to develop conceptual, Applied and research skills.
2. Train the students to develop competencies required for effective problem solving and right decision making in routine and special activities relevant to financial management, securities market and corporate governance.
3. To facilitate the students for conducting business, accounting and auditing practices, role of regulatory bodies in corporate and financial sectors nature of various financial instruments.
4. To provide a systematic and effective learning and exposure to Banking and Finance related disciplines and nationals as well as international trends.
5. To provide in-depth understanding of all core areas specifically Advanced Accounting, International Accounting, Management, Security Market Operations, Business Environment, Research Methodology and Tax Planning.

**Programme Outcomes:**

1. Possessing matured and authentic knowledge and requisite skill-mix in the field of commerce with a strong potential for pursuing doctoral research in the functional areas.
2. Teaching positions at the undergraduate and post graduate levels with a strong foundation for continuous learning and personality development in the domain of business and commerce.
3. Placement in the corporate sector with demonstrable competencies for effectively performing the roles of accountants, financial analysts, insurance and tax consultants and entrepreneurs.

**Programme Specific Outcomes:**

1. Acquisition of domain-specific knowledge in the field of business and commerce with a special focus on finance, accounting, insurance and taxation.
2. Equipping the students with strong fundamentals and core competencies making the learners more confident and future-ready to face the challenges in the field of commerce
3. Developing appropriate mind-sets for effective teaching of undergraduate and postgraduate commerce students with a strong potential for pursuing doctoral research, accounting and finance positions in the corporate sector including opportunities for consultancy and entrepreneurial accomplishments.

**Course Outcome:**

- **MANAGEMENT THEORY AND PRACTICE:** Provides an understanding of planning procedure, organizational structure of firms for effective business administration and to understand the conceptual & strategic Framework of Management.
- **BUSINESS ECONOMICS:** Equip the students with knowledge of basic concept, theoretical frameworks & recent developments in the field of business economics.

- **INNOVATION IN BUSINESS:** Enables the students to know & understand basic pre-requisites for undertaking a rigorous research in the area of recent developments pertaining to business innovation.
- **BUSINESS STATISTICS:** Provides an understanding of the basic statistical concept and techniques for undertaking business research.
- **MANAGEMENT SCIENCE:** Enables the students to get exposure to the basic concepts and theories and the application of various management science techniques in making business problems.
- **ADVANCED FINANCIAL ACCOUNTING:** Provides the students with the advanced knowledge & skills required for the preparation of accounts of companies.
- **ENTREPRENEURSHIP DEVELOPMENT:** To provide an introduction to entrepreneurship and its development process, environment and current scenario in India. To make the students aware of the importance of entrepreneurship opportunities available and challenges faced in the society
- **STRATEGIC MARKETING MANAGEMENT:** To familiarize students with the advance concept and issues of strategic marketing and enable them to be able to analyze the market environment and develop international marketing strategies for a business firm.
- **BUSINESS RESEARCH METHODS:** The course is envisaged to provide the students with the knowledge and skill related to conduct of research related to business and familiarize the students with the technicalities of executing a research assignment.
- **INTERNATIONAL BUSINESS:** Exposes the students to various concepts & business models of business, industry & commerce and familiarizes the students with political, social, economic, legal & technological environment of international business.
- **ADVANCED COST ACCOUNTING:** Provides an understanding of the basic principles of advanced cost accounting and equips the students with the skills of application of cost accountings.
- **FOREIGN TRADE AND POLICY:** To make the students understand the concept of foreign trade, policies, procedures, documents involve and foreign exchange mechanism. So that they can take up career in these fields.

- **BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY:** To make the students acquire knowledge of ethical issues, social responsibility and corporate governance practices in corporate
- **E-COMMERCE:** Enables the students to know the E-Commerce framework and familiarizes with e-commerce and World Wide Web & the applications of electronic data interchange
- **HUMAN RESOURCE DEVELOPMENT AND MANAGEMENT (HRDAM):** To familiarize the students with the conceptual, theoretical and practice-oriented perspectives in HRD along with ethics and national policy framework.
- **STRATEGIC HUMAN RESOURCE MANAGEMENT:** To make the learner understand the basic functioning of organizations from the human resource point of view and to explore the role of people and the functions related to employees in organizations.
- **RETAIL MANAGEMENT:** Helps the students develop analytical skills to identify retail business opportunities and conditions for access to potential markets.
- **RISK AND INSURANCE MANAGEMENT:** Offers the students the necessary knowledge & skills to be able to understand the present and future problems in the financial and insurance world.
- **INTERNATIONAL FINANCIAL MANAGEMENT:** Explains the basic features and functions of international financial systems & develops & appreciation in foreign exchange exposure and management.
- **ORGANIZATIONAL BEHAVIORS:** Explains the usefulness of diagnosing problems involving human behavior and examining psychological and sociological phenomenon
- **LABOUR LEGISLATION:** To familiarize the students about the legal framework regulating the behavior, working conditions, economic benefits, and union-management relationship.