

॥ शिक्षण हाच धर्म ॥



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NAAC Reaccredited  
'A' Grade

Shri. A. P. D. Jain Pathashala's  
Jain-Minority Institute

## **Hirachand Nemchand College of Commerce, Solapur Autonomous College**

(Affiliated to P. A. H. Solapur University, Solapur)

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# **THE PROGRAMME OBJECTIVES AND PROGRAMME OUTCOMES**

## **PROGRAMME SPECIFIC OBJECTIVES, PROGRAMME SPECIFIC OUTCOMES**

**&**

## **COURSE OUTCOMES**

## **NAME OF PROGRAMME: BACHELOR OF COMMERCE (B COM.)**

### **B. COM. PROGRAMME OBJECTIVES:**

1. To impart latest and practical oriented knowledge to the students that will be at par with global trends.
2. To train students and to prepare their foundation in such a way that they develop into competent professionals and managers who will have abilities to meet challenges in the field of Commerce and Management.
3. To train the students in effective communication skills for business purpose.
4. To make the students competent for providing themselves self-employment and backed by strong Entrepreneurial skills.

### **B. COM. PROGRAMME OUTCOMES:**

1. After completing three years of Bachelors in Commerce (B.Com) program, students would gain a thorough grounding in the areas related to Commerce and Finance.
2. Learners would be able to apply their practical knowledge to face the modern-day challenges in commerce and business.
3. Learners would be updated on trends in Marketing, Banking and Management.
4. Learners will acquire the skills like effective communication, decision making, problem solving.
5. Learners will gain knowledge about various subjects within disciplines of commerce accounting, like economics, finance, auditing and business law.

## **B COM: ADVANCED ACCOUNTING**

### **PROGRAMME SPECIFIC OBJECTIVES**

1. To impart the knowledge of various accounting concepts
2. To instill the knowledge about accounting procedures, methods and techniques.
3. To acquaint them with practical approach to accounts writing by using software package.
4. To expose students to Advanced Accounting issues and practices
5. To develop Life skills and prepare them to face challenges in the field of Commerce and Management.

**PROGRAMMEE SPECIFIC OUTCOMES:**

By the end of the course the student will be able

- 1.To prepare financial statements and Income Tax Computation
- 2.Understand all about .Gross Income and deductions
- 3.To File Individual Income Tax
4. Understand Responsibility of Auditor and Prepare Audit Reports
- 5.To work in the accounting fields confidently

## **NAME OF PROGRAMME :MASTER OF COMMERCE (M.COM)**

### **.M.COM PROGRAMME OBJECTIVES**

1. To acquaint learners with conventional as well as contemporary areas in the discipline of Commerce.
2. To enable learners well versed in national as well as international trends.
3. To enable the learners for conducting business, accounting and auditing practices, role of regulatory bodies in corporate and financial sectors nature of various financial instruments.
4. To provide in-depth understanding of all core areas specifically Advanced Accounting, International Accounting, Management, Security Market Operations and Business Environment, Research Methodology and Tax planning

### **M.COM. PROGRAMME OUTCOMES**

After the completion of the M. Com Course, learners will be able

1. To acquire the techniques of managing business and understand the role regulatory bodies in corporate and financial sectors
2. Adopt a suitable corporate tax planning and management skill for the growth of business within the legal framework.
3. To conduct business, accounting and research practices.
4. To work as data analyst. investment consultants after a brief internship in suitable organizations absorbed in Banking and Insurance sector as executives
5. To create an avenue for employment in academics and industry.
6. To motivate learner to pursue higher studies such as chartered accountancy, cost accountancy, chartered financial analyst, Business administration and company Secretary.

## **M. COM (ADVANCED ACCOUNTANCY)**

### **PROGRAMME SPECIFIC OBJECTIVES:**

1. To develop fundamental knowledge about the fields of finance, accountancy, audit and innovative practices by adopting learner centric pedagogy.
2. To motivate learners to pursue higher studies such as Chartered Accountancy, Cost Accountancy, Chartered Financial Analyst, Business Administration and Company Secretary.
3. To arouse learners' interest in research.
4. To give adequate exposure to the operational environment in the field of accounting & finance.

### **PROGRAMME SPECIFIC OUTCOMES:**

#### **After completion of the course:**

1. Learners will get opportunities in the accounting fields in various industries.
2. Learners will recognize commonly used financial statements, their components and how information from business transactions flows into these statements
3. Learners will be able to demonstrate knowledge of preparation of Financial Statements and or financial schedules in accordance with Generally Accepted Accounting Principles and International Financial Reporting Standards-IFRS
4. Learners will learn relevant financial accounting career skills, applying both quantitative and qualitative knowledge to their future careers in business.

## **M. COM (ADVANCED COSTING)**

### **PROGRAMME SPECIFIC OBJECTIVES:**

1. To provide the understanding of costing concepts and procedure in the cost ascertainment system.
2. To provide expert knowledge for use of costing data in decision making and cost control.
3. To introduce procedures to calculate cost, profit and sales value

### **PROGRAMME SPECIFIC OUTCOMES:**

On the successful completion of the M.Com Program **the students will:**

1. Understand costing concepts and procedure in the cost ascertainment system.
2. Identify the elements of costs. Calculate cost, profit & sales value.
3. Take different decisions with study of different costing techniques
4. Understand to select new business activities.
5. Develop independent logical thinking which will facilitate personality development
6. Get acquainted with significance of research in business

# **NAME OF THE PROGRAMME: BACHELOR OF BUSINESS ADMINISTRATION (BBA)**

## **BBA PROGRAMME OBJECTIVES**

1. To provide adequate basic understanding about management education among the students.
2. To prepare students to exploit opportunities being newly created in the management profession.
3. To train the students in communication skills effectively.
4. To develop appropriate skills in the students so as to make them competent and provide themselves self-employment.
5. To inculcate entrepreneurial skills.
6. To provide a comprehensive understanding of procedural aspects of international Business

## **BBA PROGRAMME OUTCOMES**

After completion of the course:

1. Students will develop strong foundation to pursue professional careers and take up higher learning courses such as MBA, MCA, M. Phil, Ph.D. as well as any other research.
2. Students will be able to make a positive contribution to business, trade and industry in all contexts.
3. Students will be able to apply knowledge of management theories and practices to solve business problems.
4. Students will be developed with Problem solving, decision making & leadership abilities for upcoming ventures.

## **BBA(-Marketing )**

### **PROGRAMME SPECIFIC OBJECTIVES:**

1. To create understanding of various retailing fundamental concepts amongst students.
2. To familiarise students with different decisions required for retail store set up.
3. To develop detailed understanding of marketing mix elements.
4. To familiarise students with marketing decision making

### **PROGRAMME SPECIFIC OUTCOMES:**

On Completion of BBA Program with Marketing as specialization the students will be able to

1. Create understanding of various retailing operations and marketing strategy
2. Get familiar with different technologies used in retail operations.
3. Understand marketing mix elements and its application in retail industry.

## **BBA (Finance )**

### **PROGRAMME SPECIFIC OBJECTIVES**

BBA Program with Finance as specialization aims to

1. Develop the concept of optimum utilization of available resources.
2. Develop a foundation of financial management concepts- cost and management accounting techniques
3. Enables the student to understand how business concerns make important financial decisions,
4. Inform about the role of ratio analysis in business decisions

### **PROGRAMME SPECIFIC OUTCOMES**

**On Completion of BBA Program with Finance as specialization the students will be able to**

1. Develop the concept of optimum utilisation of available resources.
2. Identify and understand cost and management accounting techniques
- 3 Develop the decision making skills
- 4Understand the role of ratio analysis in decision making

# **NAME OF THE PROGRAMME: BACHELOR OF COMPUTER APPLICATION (BCA)**

## **BCA PROGRAMME OBJECTIVES**

1. To provide a foundation of computing principles and business practices for effectively using/managing information systems and enterprise software.
2. To help students analyse the requirements for system development
3. To exposes students to business software and information systems.
4. To enhances the logical thinking and software, website, web-based application development ability of students

## **BCA PROGRAMME OUTCOMES:**

Upon successful completion of the course, a student will be able :

1. To understand theory of Digital Design and Computer Organization to provide an insight of how basic computer components are specified.
2. To understand the functions of various hardware components and their building blocks
3. To understand and appreciate Boolean algebraic expressions to digital design
4. To Develop in depth understanding of sequential, Combinational circuits
5. To Develop in depth understanding of realization of different combinational/sequential circuits
6. To Understanding of different stages of an instruction execution
7. To Understand how different hardware components are related and work in coordination.

**NAME OF THE PROGRAMME :MASTER OF BUSINESS  
ADMINISTRATION (MBA)**

**MBA PROGRAMME OBJECTIVES**

1. To provide competent young men and women with necessary knowledge, skills, values and attitudes to occupy positions of management and administration in business.
2. To impart the students latest and relevant knowledge from the field of management theory and practice.
3. To provide opportunities to the students for developing necessary managerial skills.
4. To impart/ develop the right kind of values and attitude to function effectively in Managerial/ administrative positions.

**. MBA PROGRAM OUTCOMES:**

At the end of MBA program students should be with following abilities.

1. Recognize the functioning of business opportunities involvement of business enterprises
2. Explore the entrepreneurial opportunities.
3. Develop skills on analyzing the business data application of relevant analysis and problem solving.
4. Demonstrate a global outlook with the ability to identify aspects of the global business and cross cultural understanding
5. Identify the contemporary social problems, exploring the opportunities for social entrepreneurship, designing business solutions and demonstrate ethical standards in organizational decision making.
6. Develop effective and oral communication especially in business applications, with the use of appropriate technology.

## **MBA (FINANCE)**

### **PROGRAMME SPECIFIC OBJECTIVES**

MBA Program with Finance as specialization aims to

1. To provide knowledge about various financial terms, statements, and funding elements
2. To provide knowledge about capital structure and dividend policy of organizations
3. To introduce financial concepts to students
4. To make the students understand the foreign exchange market and the policies regarding the same.

### **• PROGRAMME SPECIFIC OUTCOMES**

**On Completion of MBA Program with Finance as specialization the students will be able to**

1. Students will become familiar with Financial Business Environment and know concepts of Indian Financial system
2. Students will be able to consider global financial markets and deal in foreign exchange appreciating the policies and the rate mechanism in force at the time of dealing in the same
3. Students will be able to apply the applications of Components Financial system

## **MBA (MARKETING)**

### **PROGRAMME SPECIFIC OBJECTIVES**

**MBA Program with Marketing as specialization aims to**

1. To understand concept of Branding, role of brands and brand equity.
2. To make students to apply various sales force motivation techniques in business.
3. To recognize growth and importance Service Industry.
4. To make students to apply tool related digital marketing

### **• PROGRAMME SPECIFIC OUTCOMES**

**On Completion of MBA Program with Marketing as specialization the students will be able to**

1. Develop a consumer-centric approach to building, measuring and evaluating strategies that build brand equity for new and existing brands.
2. Equip students with concepts and techniques that help in making decision relating to various services marketing situations.

3. Development of skills to procure, motivate and manage the sale force and choose appropriate distribution channel based on type of product.
4. Understanding importance and application of different promotional tool and application of digital marketing in current businesses
5. Identify the issues related to design and implementation of international marketing strategy

### **MBA (HRM)**

#### **PROGRAMME SPECIFIC OBJECTIVES**

##### **MBA Program with HRM as specialization aims to**

1. To define the basic concepts in the Strategic Human Resource management and describe the strategic functions
2. To teach framing of HR policies in the organization according to nature of business
3. To understand facts and ideas in International HRM and differentiate it from Domestic HRM
4. To provide knowledge regarding the legislative framework in respect of workforce and industrial relations.

#### **• PROGRAMME SPECIFIC OUTCOMES**

##### **On Completion of MBA Program with HRM as specialization the students will be able to**

1. Students will be able to learn and apply effective techniques in the HR practices.
2. Students will be able to frame HR policies to improve excellence in Human Resource
3. Students will understand the HR practices followed in the global context.
4. Students will be able to operate within the legislative framework applicable to various levels of employees and types of industries

### **MBA (Tourism and Hospitality Management)**

#### **PROGRAMME SPECIFIC OBJECTIVES**

##### **MBA Program with Tourism and Hospitality Management as specialization aims to**

1. To teach students regarding branding and marketing of Indian tourism Industry Across the world.
2. To integrate hospitality, hotel and tourism industry on cultural platform and enhance tourism in India.



## • PROGRAMME SPECIFIC OUTCOMES

**On Completion of MBA Program with Tourism and Hospitality Management as specialization the students will be able to**

1. After studying this course students will learn practical skills in hospitality and service industry.
2. Students will know contemporary skills used in hotel industry and techniques to entertain guests.
3. Students will learn regarding accounting and financial management techniques in hotel industry.

### **MBA (International Business Management)**

## **PROGRAMME SPECIFIC OBJECTIVES**

**MBA Program with International Business Management as specialization aims to**

1. To impart quality education and make students competent with topics in International Business Environment.
2. To educate students in Import Export procedures and documentation as well as policies.
3. To enhance skills and knowledge of students with an objective to increase placements in international and multinational companies.
4. Students can have confidence to become competent entrepreneurs locally and export globally after learning various subjects in international Business.
5. To integrate career opportunities for students at global level and occupy higher positions in MNCs.

## • PROGRAMME SPECIFIC OUTCOMES

**On Completion of MBA Program with International Business Management as specialization the students will be able to**

1. Ability to adapt to international environment and corporate world.
2. Students will be able to conceptualize processes related to Export - Import trade

### **MBA (Banking)**

## • PROGRAMME SPECIFIC OBJECTIVES

**MBA Program with Banking as specialization aims to**

1. To teach students the contemporary banking practices, operations and services.
2. To make students familiar with international banking concepts and cases.

3. To provide practical exposure to students in the form of projects and visits to bank.
4. To teach importance of E-banking skills in present global environment and enhance their career opportunities in banks.

**• PROGRAMME SPECIFIC OUTCOMES**

**On Completion of MBA Program with Banking as specialization the students will be able to**

1. Students shall have knowledge regarding blend of traditional and contemporary online banking which will provide job opportunities in international banks.
2. Students can learn the importance of E Banking Skills which can help improve their knowledge in the field of banking.

## **COURSE OUTCOMES:**

### **B ComI –Sem I &II**

#### **Financial Accounting**

1. Acquire knowledge of various accounting concepts
2. Acquire knowledge about accounting procedures, methods and techniques.
3. Get acquainted with practical approach to accounts writing by using software package.

#### **Business Economics**

1. Students of Commerce will gain knowledge of basic micro economic concepts and develop an analytical approach to the subject matter.
2. Student will be able to use and apply various economic theories
3. Student will be able to apply economic reasoning to problems of business.

#### **Business Mathematics**

1. Get prepared for competitive examinations
2. Understand the concept of Simple interest, compound interest and the concept of EMI.
3. Understand the concept of shares and to be able to calculate Dividend
4. Understand the concept and application of profit and loss in business.

#### **Principles of Marketing**

1. Students will become aware about market and marketing.
2. Students will be able establish link between commerce/Business and marketing.
3. Students will be able understand the basic concept of marketing.
4. Students will be able to generate ideas for marketing research.
5. Students will develop an analytical ability to plan for various marketing strategy.

#### **Principles of Management**

1. Students will gain knowledge & understanding about business management concept.
2. Students will be able to understand about various functions of management.
3. Students will learn managerial skills

#### **Compulsory English**

1. Students will Develop interest to communicate in English
2. Students will understand the importance and utility of English language
3. Students will develop overall linguistic competence and communicative skills
4. Development of oral and written communicative skills to enhance employability.

### **B Com II--- Sem III & IV**

#### **Compulsory English**

1. Students will understand the concept, process and importance of communication.
2. Students will develop awareness regarding new trends in business communication.
3. Students will gain knowledge of various media of communication.
4. Development of business communication skills through the application and exercises.

#### **Corporate Accounting**

1. Students will develop awareness about Corporate Accounting in conformity with the provisions of Companies Act and Accounting as per Indian Accounting Standards.
2. Students will become aware about the conceptual aspect of corporate accounting
3. Students will develop skills for Computerized Accounting
4. Students will develop skills about accounting standards

#### **Business Economics**

1. Students will be understand the basic concept of Macro Economics and application.
2. Students will be able to understand and judge the behavior of the economy as a whole.
3. Students will be able to understand the relationship among broad aggregates.
4. Students will be able to apply economic reasoning to problems of the economy.

#### **Money & Finance System:**

1. Students will become aware of Indian banking system and
2. Students will be updated about the reforms and other developments in the Indian Banking
3. Students will get insights about the functions and role of Reserve Bank of India

#### **Fundamentals of Entrepreneurship**

1. Students will become aware about the Business Environment.
2. Students will develop interest and become aware about entrepreneurial requirements
3. Students will be motivated to take up entrepreneurship as a career.

#### **Business Statistics**

1. Students will understand the concept of population and sample.
2. Students will be able to use statistical tools
3. Students will understand and be able to calculate various types of averages and variations.

### **B Com III—Sem V & VI**

#### **Business Regulatory Framework**

1. Students will be acquainted with the basic concepts, terms & provisions of Business Laws.
2. Students will develop the awareness regarding these laws affecting business, trade and commerce.
3. Students will know practices of law

#### **Modern Management Practices:**

1. Students will be updated about recent trends in management
2. Students will be acquainted with Modern Management Principles and Practices.
2. Students will be able to prepare SWOT Analysis to analyze business and its environment

#### **Business Economics**

1. Students will be updated about business policies and practices
2. Students will get knowledge about the LPG and NEP and its impact
3. Students will understand the trade cycles of business

#### **Cooperative Development**

1. Students will be exposed to Cooperative Movement in India and Maharashtra

2. Students will be understand the practices of cooperative Development
3. Students will understand the working of cooperative organisations for benefit of weaker section

### **Advanced Accounting. Paper I**

1. Students will get knowledge of various accounting concepts
2. Students will gain knowledge about accounting procedures, methods and techniques.
3. Students will be acquainted with practical approach to accounts writing by using software package.

### **Advanced Accounting Paper II**

1. Students will learn. Income Tax Computaion, Investments andFinancial statements
2. Students will learn about. Gross Income and deductions
3. Students will be get knowledge about Individual Income Tax
- 4 Students will learn .Responsibility of Auditor
- 5 Students will be able to Prepare Audit Reports

## **BBA-I Semester I & II**

### **Semester-I**

#### **Subject: Principles of Management-I (Subject Code: CC-1)**

##### **Course Outcomes:**

To develop understanding regarding basic concepts and functions of Management.

#### **Subject: Business Communication-I (Subject Code: CC-2)**

##### **Course Outcomes:**

To acquaint students with importance of communication in business.

#### **Subject: Accounting for Business-I (Subject Code: CC-3)**

##### **Course Outcomes:**

- a) To develop awareness about accounting as a language of business.
- b) To impart basic accounting knowledge as applicable to business.

#### **Subject: Business Economics –I (Subject Code: CC-4)**

##### **Course Outcomes:**

- a) To provide basic knowledge of the micro economic theory.
- b) To enable students to apply this knowledge in business decision making.

#### **Subject: Business Organisation & Environment-I (Subject Code: CC-5)**

##### **Course Outcomes:**

- a) To acquaint the students with various forms of business organization.
- b) To make the students aware about developments in the business world.
- c) To provide basic knowledge of business environment.
- d) To enable them for formulating appropriate business strategies.

**Subject: Practicals on Management-I (Subject Code: AECC-1)**

**Course Outcomes:**

- a) To expose the student with current developments in business.
- b) To improve communication skill of the students.

**Semester-II**

**Subject: Principles of Management-II (Subject Code: CC-1)**

**Course Outcomes:**

To develop understanding regarding basic concepts and functions of Management.

**Subject: Business Communication –I (Subject Code: CC-2)**

**Course Outcomes:**

To improve oral communication of students.

**Subject: Accounting for Business-II (Subject Code: CC-3)**

**Course Outcomes:**

To impart basic cost accounting knowledge as applicable to business.

**Subject: Business Economics –II (Subject Code: CC-4)**

**Course Outcomes:**

- a) To provide basic knowledge of the micro economic theory.
- b) To enable students to apply this knowledge in business decision making.

**Subject: Business Organisation & Environment-II (Subject Code: CC-5)**

**Course Outcomes:**

- a) To acquaint the students with various forms of business organization.
- b) To make the students aware about developments in the business world.
- c) To provide basic knowledge of business environment.
- d) To enable them for formulating appropriate business strategies

**Subject: Practicals on Management-II (Subject Code: AECC-1)**

**Course Outcomes:**

- a) To expose the student with current developments in business.
- b) To improve communication skill of the students.

## **BBA II SEM III**

### **Subject : Research Methodology- I**

#### **Course Outcomes:**

1. To acquaint students with some basic concepts of Research.
2. To make them aware about some elementary research methods & analysis of data.

### **Subject : Foundation of Human Skills- I**

#### **Course Outcomes:**

1. Building self Confidence, critical thinking.
2. Creating understanding related to expected behavior in Organization.
3. Helps understanding to be a part of Organizational structure and part of teams.
4. Understanding to cope up with organizational problems, and to work in a given environment.

### **Subject: International Business – I**

#### **Course Outcomes:**

1. To acquaint the students with intentional business environment
2. To provide a comprehensive understanding of procedural aspects of international Business
3. To Study the significance of international business for Indian economy.

### **Subject: Entrepreneurship Development & SME – I**

#### **Course Outcomes:**

1. Widen the base of entrepreneurship by development achievement motivation and entrepreneurial skills.
2. Motivate a person for entrepreneurial career and to make him capable of perceiving and exploiting successfully opportunities for enterprises.
3. To get Introduced about various schemes and supporting organizations of Government.

**Subject: IT for Management- I**

**Course Outcomes:**

- 1) To Know the Fundamentals of Computers
- 2) To Understand how to use Computer applications in day to Day Applications.

**BBA II SEM IV**

**Subject: Research Methodology – II**

**Course Outcomes:**

1. To acquaint students with some basic concepts of statistics.
2. To make them aware about some elementary application

**Subject: Foundation of Human Skills – II**

**Course Outcomes:**

1. Building self Confidence, critical thinking.
2. Creating understanding related to expected behavior in Organization.
3. Helps understanding to be a part of Organizational structure and part of teams.
4. Understanding to cope up with organizational problems, and to work in a given environment.

**Subject: International Business – II**

**Course Outcomes:**

1. To acquaint the students with intentional marketing
2. To provide a knowledge of International finance
3. To Study the significance of international business for Indian economy.

**Subject: Entrepreneurship Development & SME – II**

**Course Outcomes:**

1. Widen the base of entrepreneurship by development achievement motivation and entrepreneurial skills.
2. Motivate a person for entrepreneurial career and to make him capable of perceiving and exploiting successfully opportunities for enterprises.
3. To get Introduced about various schemes and supporting organizations of Government.

**Subject: IT for Management-II**

**Course Outcomes:**

- 1) To understand the role of IT in Management.
- 2) To understand the concepts of Information System
- 3) To understand the issues in MIS

## **BBA-III Semester V & VI**

### **Semester-V**

#### **Subject-Marketing Management-I (Subject Code: CC 11)**

##### **Course Outcome:**

1. To create understanding of fundamental concepts of marketing amongst students.
2. To familiarise students with various functions of marketing management.

#### **Subject-Financial Management-I (Subject Code: CC 12)**

##### **Course Outcome:**

The course aims to **develop a foundation of financial management concepts** and enables the student to understand how business concerns make important financial decisions, and to know the role of ratio analysis in business decisions.

#### **Subject-Human Resource Management–I (Subject Code: CC 13)**

##### **Course Outcome:**

To familiarize the students to the basic concepts of Human Resource Management in order to aid in understanding how an HR department functions, and in understanding the challenges faced by managers in today's business firms.

#### **Subject: Production Management-I (Subject Code: CC 14)**

##### **Course Outcome:**

- 1) To provide students with basic understanding of concepts of Production management.
- 2) To introduce students to the key activities performed by the Production function.
- 3) To understand global trends in Production management.

#### **Subject: Taxation (Subject Code: SEC 1)**

##### **Course Outcome:**

To Familiarize students with Taxation & GST Concepts & Its Applications.

### **Group A- Marketing Specialization**

## **Subject: Retailing Management – I (Subject Code: DSE 1)**

### **Objectives:**

1. To create understanding of various retailing fundamental concepts amongst students.
2. To familiarise students with different decisions required for retail store set up.

## **Group B-Finance Specialization**

### **Subject-Cost & Management Accounting-I (Subject Code: DSE 2)**

#### **Course Outcome:**

For students, this subject is particularly important and beneficial because it helps in developing the concept of optimum utilisation of available resources. For the management of an organization, it is a crucial discipline as the information collected and presented to management is based on cost and management accounting techniques which in turn helps the management to solve not only specific difficulties but also guides them in decision making.

## **Semester-VI**

### **Subject-Marketing Management-II (Subject Code: CC 11)**

#### **Course Outcome:**

1. To develop detailed understanding of marketing mix elements.
2. To familiarise students with marketing decision making.

### **Subject-Financial Management-II (Subject Code: CC 12)**

#### **Course Outcome:**

The course aims to **develop a foundation of financial management concepts** and enables the student to understand how business concerns make important financial decisions, and to know the role of ratio analysis in business decisions.

### **Subject-Human Resource Management-II (Subject Code: CC 13)**

#### **Course Outcome:**

1. To gain an insight in to the functioning of Compensation Management, Performance Appraisal, employee mobility and career planning and development.
2. To create an awareness about recent trends and Practices of human resource Management.

**Subject: Production Management-II (Subject Code: CC 14)**

**Course Outcome:**

- 1) To provide students with basic understanding of concepts of PPC.
- 2) To introduce students to the key activities performed by the Maintenance function.
- 3) To acknowledge the students with Purchasing & Material Management.

**Subject: Project Work (Subject Code: SEC 1)**

**Course Outcome:**

To expose the BBA students to practical application of theoretical concepts, which they have learnt during the BBA course.

**Group A-Marketing Specialization**

**Subject: Retailing Management – II (Subject Code: DSE 1)**

**Course Outcome:**

5. To create understanding of various retailing operations and marketing strategy in retail.
6. To familiarise students with different technologies used in retail operations.

**Group B-Finance Specialization**

**Subject-Cost & Management Accounting-II (Subject Code: DSE 2)**

**Course Outcome:**

For students, this subject is particularly important and beneficial because it helps in developing the concept of optimum utilisation of available resources. For the management of an organization, it is a crucial discipline as the information collected and presented to management is based on cost and management accounting techniques which in turn helps the management to solve not only specific difficulties but also guides them in decision making.

# Semester – I

## 101. Principles & Practices of Management

### Course Objectives

1. To introduce the functions of management in the workplace.
2. To develop holistic approach to management.
3. To makes students as effective manager.

### Course Outcomes

- Better understanding of management and link them to organizational contexts
- Developing students regarding skills of management
- Better decision making ability

## 102. Financial Accounting

### Course Objectives

1. To make the students understand the Accounting Concepts and process of Accounting from Journal Entry to Final Accounts.
2. To make students capable of implementing accounting process practically with any business activities
3. To make students understand the features and benefits of Computerised Accounting.
4. To make students capable of using Accounting Package Tally in real business environment and generate various reports from the software.

### Course Outcomes:

- At the end of this course, the students will be able to do practical accounting for any business in books as well as using Accounting Software and extract various reports useful for the organisation.

## 103. Managerial Economics

### Course Objectives

1. To expose students to basic managerial economic concepts.
2. To apply economic analysis in formulation of business policies.
3. To use economic reasoning to problems of business.

### Course Outcomes

- Students will be prepared to apply both micro and macro economic concepts in business environment.
- Students will develop analytical and problem solving skills by learning the subject through case based approach.
- The fundamentals of business economics shall provide practical orientation to be applied in corporate industries.

## **104. Organizational Behaviour**

### **Course Objectives**

1. To impart basic knowledge into Organisation Behaviour.
2. To provide insights into Individual & Group Behaviour and its implications in modern Organizations.
3. To deliver basic knowledge of Organisation Culture and its role in Management.

### **Course Outcomes**

- Understand the determinants and various theories of personality development.
- Understand the concept of attitude, perception and the process.
- Understand the various strategies for managing conflicts in organization.
- Understand the concept of organizational culture, organizational change and Development.

## **105. Business Statistics**

### **Course Objectives**

1. To educate different statistical methods.
2. To teach data presentation techniques.
3. To apply different statistical techniques in business/real-life conditions.
4. To develop the knowledge on descriptive & inferential statistics.

### **Course Outcomes**

- Understanding different statistical methods for data analysis and presentation.
- Applying different statistical techniques in business/real-life conditions.
- Solving statistical problems.

## **106. Computer Operations & Management**

### **Course Objectives**

1. To make the students Understand Computer system and its importance in an Organisation.
2. To make students capable of organizing of computers and effectively using software tools that are mostly required to complete office activities viz., Documentation, Data computation and presentation.
3. To make students capable of using internet services securely and efficiently.
4. To provide conceptual knowledge of use of computer system for information procession and decision making through knowledge of MIS.

### **Course Outcomes**

- At the end of this course, the students will understand computer system better and• handle the most used tools of word processing, spreadsheet, presentation and internet well organized, effectively and efficiently.

## **107. Business Law**

### **Course Objectives**

1. To learn about the important provisions of some of the important, newly Introduced & amended business laws

### **Course Outcomes**

1. Understanding Summarize The Key Legal Provisions Of Each Act.
2. Understand Legal Aspects Of Business With Respect To Indian Economy.
3. Relate Various Legal Provisions To Relevant Business Aspects And Situations.
4. Applying Illustrate the Use of the Acts in Common Business Situations.
5. Analysing Outline the Various Facets of Basic Case Laws of Each Act from a Legal and Managerial Perspective

## **108. Disaster Management**

### **Course Objectives**

1. To understand basic concepts in Disaster Management
2. To understand elements of Disaster Management.
3. To understand Types and Categories of Disasters
4. To understand the Challenges posed by Disasters

### **Course Outcomes**

- The application of Disaster Concepts to Management
- Analyzing Relationship between Development and Disasters.
- Ability to understand Categories of Disasters and
- Realization of the responsibilities to society

## **109. Banking Operations & Services**

### **Course Objectives**

1. To make the student understand the banking sector
2. To make the student knowledgeable in respect of products and services of banking
3. To make student known to various modes of operations with the bank
4. To make the student understand the relationship with banker and grievance mechanism of banking industry

### **Course Outcomes**

- At the end of the course, student will be oriented with the knowledge of banking sector and its relationship with its customers.

## **110. Enhancing Business Communication Skills**

### **Course Objectives**

1. To enlighten the students about the fundamentals of Business Communication and enhance their skills necessary for day-today communication.
2. To give practical knowledge in order to prepare for effective presentation, business writing, reporting, presenting during job interviews, etc.
3. To focus on competence and project them positive in terms of overall personality and grooming

### **Course Outcomes**

- This course will help students to learn the effective techniques of business communication.
- The course will help students learn to communicate professionally both in writing as well as oral.
- The course will help gain more competence than existing and enhance the personality.

## **Semester – II**

### **111. Marketing Management**

#### **Course Objectives**

1. To create an understanding of the fundamental concepts of marketing & the environment in which marketing system operates.
2. To explain key bases for segment marketing, target marketing, and market positioning.
3. To familiarise with basic elements of the marketing mix and make students to analyze the motives influencing buying behaviour.

#### **Course Outcomes**

- It increases knowledge of marketing management concepts and practices.
- It gives an understanding of tools and techniques used in marketing management.
- It enables a student to become aware about challenges required for effective Marketing Management

### **112. Financial Management**

#### **Course Objectives**

1. To understand the basic concepts and fundamentals used in financial accounting.
2. To learn all the intricacies of corporate financial statements.

#### **Course Outcomes**

- At the end of this course, the students will be able to do practical Financial Management for any business.

### **113. Human Resource Management**

#### **Course Objectives**

1. To prepare a student for a career in industry and services.
2. To facilitate learning in modern concepts, techniques and practices in the management of human resources.
3. To expose the student to different functional areas of Human Resource Management to enhance the effectiveness.

#### **Course Outcomes**

- Understand the concept, objectives and changing role of HRM
- Understand procurement process that includes; HRP, factors affecting Recruitment sources, selection process and placement
- Differentiate training and development and understand methods of training
- Analyze the need and problems of performance appraisal

## **114. Production Management And Operations Research**

#### **Course Objectives**

1. To understand the functional area of Production Management
2. To appreciate the scientific basis for business decision making
3. To understand optimizing decision making techniques in different business situations

#### **Course Outcomes**

- At the end of this course, the students will be understand the role of production management in a manufacturing unit and will also be able to use scientific, quantitative techniques for efficient decision making to optimize utility of resources.

## **115. Research Methodology**

#### **Course Objectives**

1. To understand the basic components of research design.
2. To familiarize students with research process, conducting of research through projects.
3. To equip students with various research analytical tools used in business research.
4. To familiarize the students with preparing the research report.

#### **Course Outcomes**

- Better understanding of importance of Research Methodology.
- Preparing the students to application of research techniques.
- Better decision making by using research techniques.

## **116. Event Management**

#### **Course Objectives**

1. To understand different types of events and scope.
2. To know various procedures, licenses and permissions required for events
3. To familiarize students with various opportunities in Event Management industry

#### **Course Outcomes**

- At the end of the course, students shall understand and get overview of Event Management, thereby take interest and can find employment and business opportunities in this attractive industry.

## **117. Hospitality and Tourism Management**

### **Course Objectives**

1. To understand Hospitality and Tourism industry
2. To identify various components of Hospitality and Tourism industry
3. To familiarize students with various opportunities in Hospitality and Tourism industry.

### **Course Outcomes.**

- At the end of the course, students shall understand and get overview of Hospitality and Tourism industry, thereby take interest in these and can find employment and business opportunities in this emerging sector.

## **118. Logistics and Supply Chain Management**

### **Course Objectives**

1. To introduce students with basic concepts of Logistics and supply chain Management
2. To teach students practical application of the subject for enhancing business efficiency.
3. To expose students to contemporary business concepts

### **Course Outcomes**

- Students will learn regarding effective support of logistics and supply chain in industry.
- Students will develop analytical and problem solving skills to manage business in cost Effective Manner.
- The fundamental application of the subject shall provide value addition to corporate industries

## **119. Employability Skills**

### **Course Objectives**

1. The objective of the course is to train the students with the essential skills required for enhancing employability prospects in the Job Market

### **Course Outcomes**

- To understand the soft skills
- Develop professional etiquettes and manners
- Develop effective communication skills

## **120. Digital Business**

### **Course Objectives**

1. To make students to understand the important concepts related to Digital Business.
2. To acquaint the students with the latest techniques of Digital Business.

3. To familiarize the students with the applications of e-commerce.

### **Course Outcomes**

- It increases overall knowledge of digital business concepts and practices.
- It prepares the students to understand and apply the tools and techniques used in Digital Business.
- It details the various types of digital business models and their benefits and limitations.

### **M.Com Part I**

#### **Management Concepts & Organizational Behavior (Sem I & II)**

The learner, after completion of this course, will be able to

1. Implement management thoughts, theories, principles and different mechanisms of organizational behaviors successfully
2. Help the enterprise to achieve its predetermined goals and objectives in best possible manner

#### **Managerial Economics: (Sem I & II)**

The learner, after completion of this course, will be able

- 1) To get acquainted with managerial economic concepts
- 2) To develop an analytical approach to the subject matter.
- 3) To apply economic reasoning to problems of business.

#### **Advanced Costing: (Sem I & II)**

The learner, after completion of this course, will be able

1. To define basic terms and techniques of cost accounting.
2. To identify the elements of costs. Calculate cost, profit & sales value.
3. To take different decisions with study of different costing techniques
4. To select new business activities

#### **Advanced Accounting: (Sem I & II)**

The learner, after completion of this course, will be able

- 1) To develop fundamental knowledge about the fields of finance, accountancy, audit, taxation, law, technology and innovative practices by adopting learner centric pedagogy.
- 2) To pursue higher studies such as chartered accountancy, cost accountancy, chartered financial analyst, Business administration and company Secretary ship.
- 3) To work as consultants.
- 4) To create an avenue for employment in academics and industry

### **M.Com Part II**

#### **Management Accounting (Sem III & IV)**

The learner, after completion of this course, will be able

- 1) To understand the application of accounting techniques for management

- 2) To get acquainted with recent trends in the area of accounting for management

#### **Business Finance (Sem III & IV)**

The learner, after completion of this course, will be able

- 1) To understand nature, structure and issues in Business Finance market and financial services in India
- 2) To get acquainted with recent trends in the area of business finance

#### **Advanced Costing III (Sem III & IV)**

The learner, after completion of this course, will be able

- 1) To understand the conceptual frame work of Financial Management

#### **Advanced Accountancy III (Sem III & IV)**

The learner, after completion of this course, will be able

- 1) To gain the understanding of costing concepts and procedure in cost ascertainment system

#### **Advanced Costing IV (Sem III & IV) / Advanced Accountancy IV (Sem III & IV)**

The learner, after completion of this course, will be able

- 1) To provide basic research knowledge on formulation, appraisal, financing, administration and control of projects with reference to costing and accounting