

Department of Bachelor of Commerce Accounting and Finance			
1	Programme Outcome		PO – 1.After completing BAF, students can go for higher studies in the same field and can apply for CFP, CFA, CA CS, MBA IN FINANCE etc.
1	Programme Specific Outcome		PSO – 1.The three year course is directed to give insights to the students in the areas of Financial Accounting, Cost Accounting, Financial Management, Taxation, Economics etc. PSO – 2 The course intends to teach subjects in an interactive manner with projects and presentations embedded in the instructional methodology which makes students understand broad accounting and finance topics deeply in a simpler manner.
SR.NO	YEAR AND SEMESTER	Subject	Course Outcome
1	FY (SEMI)	Financial Accounting (Elements of Financial Accounting) – I	(1) To understand basic principles of financial accounting (2) To develop an understanding of analysing business financial transactions (3) To understand Departmental Accounting and Hire Purchase Accounting system (4) To know preparation of Final Accounts of a Manufacturing concern
2	FY (SEMI)	Cost Accounting (Introduction and Element of Cost) – I	1. The objective of this course is to acquaint the students with the basics of the Subject Cost Accounting. 2. To make the students learn the elements of cost - material, labour and overheads in greater detail. 3. To help the students understand the importance of cost accounting as a subject and utility of cost control
3	FY (SEMI)	Financial Management (Introduction to Financial Management) – I	1. The purpose of the course is to offer the students relevant, systematic, efficient and actual knowledge of financial management that is applied in practice. 2) To enable students to describe how people analyze the corporate leverage under different conditions. 3) This course covers the explanations about the Financial Management concepts in the organizational context, concepts in valuation, it details the impact of Source of Funding, EBIT EPS, PAT on Financial Statement.
4	FY (SEMI)	Business Communication – I	1. To develop awareness of the complexity of the communication process. 2.)To develop effective listening skills in students so as to enable them to comprehend instructions and become a critical listener. 3.) To develop effective oral skills so as to enable them to comprehend instructions and become a critical listener. 4.) To develop effective writing skills so as to enable students to write in clear, concise, persuasive and audience
5	FY (SEMI)	Foundation Course – I	1. Appreciate multi cultural diversity of Indian society through its demographic composition, population distribution according to religion, caste and gender. 2.Awareness regarding violence against women and status of women in India. 3.Describe issues on Communalism and Regionalism.
6	FY (SEMI)	Commerce (Business Environment) – I	1. To Understand the basic concepts of Business Environment. 2. To Understand the need Scope and Ethics of the Business. 3. To Understand the Concept of social responsibilities towards Business. 4.To Understand the concept of International environment
7	FY (SEMI)	Business Economics – I	1. Correlate the various aspects with the current situation of the economy. 2. Distinguish between the benefits and adverse effects of various variable on the economies. 3. Relevance of the past theory and its importance in present scenario. 4. Subject topic knowledge and its relation with real world situation.
8	FY (SEMI)	Financial Accounting (Special Accounting Areas) – II	(1) To equip students with preparation of final accounts from incomplete records (2) To understand accounting treatment under consignment accounting (3) To understand methods followed under Branch Accounting (4) To equip students with computation of fire insurance claim
9	FY (SEMI)	Auditing (Introduction and Planning) – I	1. To Understand the basic concepts of Auditing. 2. To Understand the Practical knowledge of Auditing 3. To Understand the responsibilities of the Auditor. 4. To understand the Various Techniques of Auditing.
10	FY (SEMI)	INNOVATIVE FINANCIAL SERVICES	1) The objective of this course is to familiarise the students with the nature and scope of various types of financial services and to understand the regulatory environment in which they are undertaken. 2) To familiarize the students with the fundamental aspects of various issues associated with various financial services. 3). To understand the basic concept, functions, process, techniques and create an awareness of the role, functions and functioning of financial services.
11	FY (SEMI)	Business Communication – II	1. Understanding the Importance of Presentation and learning Graphics, PPT to implement it. 2. Developing Group Communication through Group Discussion and Interviews. 3. Developing the skill of Business Correspondence 4. Widening the scope of writing skills through different Reports Writing
12	FY (SEMI)	Foundation Course – II	1. Discuss the concepts of liberalization, privatisation and globalisation 2. Describe concepts of Human Rights, its origin and adoption of Universal Declaration of human rights. 3. Describe concept of environment and awareness about environmental degradation and importance of sustainable development. 4. Identify causes of stress, agents of socialisation and significance of ethics, values and prejudices in developing the individual. 5. Write down Maslow's theory of self-actualisation

13	FY (SEM II)	Business Law (Business Regulatory Framework) – I	<ol style="list-style-type: none"> <li>1. The objective of this course is to make students understand the Basic essential's of Indian Contract Act 1872, Principles with regard to the formation of Contract.</li> <li>2. To make the students learn the Special laws relating to contract of indemnity, guarantee, bailment, pledge and agency.</li> <li>3. To help the students to understand the Negotiable Instruments Act 1881 and Consumer Protection Act, 1986.</li> <li>4. To make students understand the way to read the section in law, simple and practical example's are used so that students can understand that Rules and Regulations formed by Govt. are to be followed by everyone and in case of default action and penalties may be imposed.</li> </ol>
14	FY (SEM II)	Business Mathematics	<ol style="list-style-type: none"> <li>1. To understand the basic concepts of Mathematics i.e. Ratio, Proportion, Variation, time Value of money</li> <li>2. To study concepts like Brokerage, commision, Discount.</li> <li>3. To understand practical aspects of mathematics regarding shares and Mutual Fund</li> </ol>
15	SY (SEM III)	Financial Accounting (Special Accounting Areas) – III	<ol style="list-style-type: none"> <li>(1) To understand concepts of Amalgamation of Partnershipfirm</li> <li>(2) To understanding of the concepts and practical aspect of conversion of Partneship into Company and impact on financial transactions.</li> <li>(3) To Know about Foreign Currency Transaction and its impact in the financial statement.</li> </ol>
16	SY (SEM III)	Cost Accounting (Methods of Costing) – II	<ol style="list-style-type: none"> <li>1. The objective of this course is to equip the students with the Methods of Costing.</li> <li>2. To give students an overview of how organisations make Cost Sheets to determine the cost of products.</li> <li>3. To make the Students learn the methods of ascertaining the cost in industries where goods are manufactured in interconnected processes.</li> <li>4. To make the students familiar about contract costing which is applicable on longer duration and specific projects.</li> </ol>
17	SY (SEM III)	Taxation – II (Direct Taxes Paper – I)	<ol style="list-style-type: none"> <li>1. The objective of this course is to make students understand the Basic Concepts and Definitions under section 2 of the Income Tax Act 1961 .</li> <li>2. To make the students learn and understand the different Heads of Income- Salary, House Property, Business and Profession Gain, Capital Gain and other sources.</li> <li>3. To help the students to understand the Deductions available under income Tax Act 1961 .</li> </ol>
18	SY (SEM III)	Information Technology in Accountancy – I	<ol style="list-style-type: none"> <li>1).The internet technology with wider emphasis on e-commerce.</li> <li>2). To understand the e-payment modes and its security concerns.</li> <li>3). To Introduce the office automation tools.</li> </ol>
19	SY (SEM III)	Foundation Course in Commerce (Financial Market Operations) – III	<ol style="list-style-type: none"> <li>1. To understand concept,working and importance of financial market in depth.</li> <li>2. To understand role of various financial intermediaries in Financial market.</li> <li>3.To understand financial system and its components in details</li> <li>4. To study Financial services and Financial markets</li> </ol>
20	SY (SEM III)	Business Law (Business Regulatory Framework) – II	<ol style="list-style-type: none"> <li>1. The objective of this subject is familiarise the students with different provisions and section applicable under Indian Partnership Act 1932 right from the formation till the dissolution of partnership firm.</li> <li>2. To make students understand about the Limited Liability Act 2008 and it's Provisions and how LLP differs from the Traditional partnership.</li> <li>3. To study and understand The Factories Act 1948- Health, Safety and Welfare benefits that are available for workers under the provisions of factories Act and giving case laws for the better understanding of the students.</li> </ol>
21	SY (SEM III)	Business Economics – II	<ol style="list-style-type: none"> <li>1. Overall Knowledge about the economy</li> <li>2. Subject topic and its relation with real world situation.</li> <li>3. Indepth knowledge about the subject</li> <li>4. Insights of all the concepts and Socio- Economic Variables of the Economy.</li> </ol>
22	SY (SEM IV)	Financial Accounting (Special Accounting Areas) – IV	<ol style="list-style-type: none"> <li>(1) To Know the concept of Redemption of Preference Share.</li> <li>(2) To understanding and calculate Redemption of Debentures</li> <li>(3) To Know about Foreign Currency Transaction and its impact of foreign branch in finacial statements.</li> </ol>
23	SY (SEM IV)	Management Accounting (Introduction to Management Accounting) – I	<ol style="list-style-type: none"> <li>1. The objective of the course is to make the students learn the managerial side of accounting.</li> <li>2. To understand the techniques of management accounting useful for taking decisions</li> <li>3. To develop the ability to apply management accounting techniques on real world financial statements</li> <li>4. To read, interpret and draw conclusion after performing analysis of financial statements</li> <li>5. To familiarise the students with the preparation of making cash flow statements</li> <li>6. To make the students understand the concept of Working Capital and its determination</li> </ol>
24	SY (SEM IV)	Taxation – III (Direct Taxes Paper – II)	<ol style="list-style-type: none"> <li>1. To familiarise with the provisions of clubbing of income u/s 60 to 65 and Set Off &amp; Carry Forward of Losses.</li> <li>2) It helps the students to understand the computation of Tax liability of Individual &amp; HUF and computation of Income of Partnership Firm in Relation to Sec: 40(b) &amp; Tax Thereon With Applicable Rate of Tax</li> <li>3) To understand Tax Deduction at Source and computaion of Advance Tax</li> <li>4) To understand the basic concepts of Tax Planning &amp;Ethics in Taxation.</li> </ol>
25	SY (SEM IV)	Information Technology in Accountancy – II	<ol style="list-style-type: none"> <li>1).The internet technology with wider emphasis on e-commerce.</li> <li>2). To understand the e-payment modes and its security concerns.</li> <li>3). To Introduce the office automation tools.</li> </ol>
26	SY (SEM IV)	Foundation Course in Management (Introduction to Management ) – IV	<ol style="list-style-type: none"> <li>1. Develop Understanding on how managers perform their job effectively</li> <li>2.Understanding various contribution of management authors and thinkers</li> <li>3. Understanding Implication of various concepts and elements of management</li> <li>4. understanding leadership styles and motivation theories in details</li> </ol>

27	<b>SY (SEM IV)</b>	Business Law (Company Law) – III	<ol style="list-style-type: none"> <li>1. To provide overall Knowledge about the different provisions of laws relating to trade, commerce and industry and it's effect or impact.</li> <li>2. To help students in understanding the provisions of the Companies Act, 2013.</li> <li>3. To understand the basic important terms and Definitions under the Act</li> <li>4. To understand the rules and regulation with respect to formation and registration of a company. The provisions applicable for different types of companies. To provide knowledge about important documents of the company such as Memorandum and Articles of Association.</li> </ol>
28	<b>SY (SEM IV)</b>	Research Methodology in Accounting and Finance	<ol style="list-style-type: none"> <li>1. The objective of the course is to give a background of the subject Reserach Methodology.</li> <li>2. To help students in understanding practical ways of doing a research</li> <li>3. To familiarise the students with the data collection and analysis techniques.</li> <li>4. To develop the reserach report writing skills</li> </ol>
29	<b>TY (SEM V)</b>	Cost Accounting – III	<ol style="list-style-type: none"> <li>1) To understand the concepts of uniform costing and it role in inter-firm comparison.</li> <li>2) To understand the concept of integrated and non-integrated costing.</li> <li>3) To familiarise the concept of equivalent units of production and how it is used in process costing.</li> </ol>
30	<b>TY (SEM V)</b>	Financial Management -II	<ol style="list-style-type: none"> <li>(1) To understand Concepts of financial policy and Role of Financial Manager</li> <li>(2) To Understand the concept of Project Analysis and Risk analysis</li> <li>(3) To Understand the theory of capital structure and Credit Management</li> <li>(4) To Know the Practical Aspects of Mutual Fund and Bond Valuation</li> </ol>
31	<b>TY (SEM V)</b>	Taxation – IV (Indirect Taxes – II)	<ol style="list-style-type: none"> <li>1.To provide Knowledge about Indirect Taxation system(Goods and Service Tax)</li> <li>2. To make students understand the Basics of Indirect Taxation and different definitions under GST law.</li> <li>3. Indepth knowledge about the Levy and Collection of Tax</li> <li>4. Insights of all the concepts of Supply, Place of Supply, Time of Supply and Value of Supply.</li> <li>5. Documentation in GST with respect to Tax Invoices, Credit and Debit notes</li> </ol>
32	<b>TY (SEM V)</b>	Management –II (Management Applications)	<ol style="list-style-type: none"> <li>1. Develop Understanding on how managers perform their job effectively</li> <li>2.Understanding various functional areas like HR,Marketing,Fianancwe,Production in details</li> <li>3. Understanding Implication of various concepts and elements of management</li> </ol>
33	<b>TY (SEM V)</b>	Financial Accounting -V	<ol style="list-style-type: none"> <li>1. To make student understand about the concept of Amalgamation of Companies.</li> <li>2. To know and understand the procedure of internal reconstruction and its impact in financial statement.</li> <li>3. To make students understand about concept of Underwriting of Shares and Debenture and calculation of commission on it.</li> <li>4 To make student aware about Liquidation of Companies and its procedure.</li> <li>5 To make the students aware about concepts of Buy back of Shares and its condotions.</li> </ol>
34	<b>TY (SEM V)</b>	Financial Accounting – VI	<ol style="list-style-type: none"> <li>1. To make student understand about the Financial Statement of Banking Company.</li> <li>2 To make student understand about the Financial Statement of Insurance Company.</li> <li>3 To make students to aware about Non Banking Financial Company in India and their types. 4. To make the students understand about the concept of LLP and Prepration of Final Accounts of LLP 5. To make the students</li> </ol>
35	<b>TY (SEM VI)</b>	Cost Accounting – IV	<ol style="list-style-type: none"> <li>1) It helps the students to understand the Techniques of costing .</li> <li>2) To understand the budgetary control and various types of budgets .</li> <li>3) It helps the students to get an overview of managerial decision making.</li> <li>4. To familiarise the students about CVPA Analysis</li> </ol>
36	<b>TY (SEM VI)</b>	Financial Management -III	<ol style="list-style-type: none"> <li>1. To Understand the concept of Business Valuation.</li> <li>2. To Understand the concept of Meger and Aquistions.</li> <li>3. To Understand the Theories of Corporate restructuring.</li> <li>4. To gain the knowledge of Lease and hire Purchase as well as working capiatl financing.</li> </ol>
37	<b>TY (SEM VI)</b>	Taxation – V (Indirect Taxes – III)	<ol style="list-style-type: none"> <li>1.To provide indepth Knowledge of Indirect Taxation system(Goods and Service Tax).</li> <li>2. To help students to understand the Provisions applicable for Payment of GST, TDS, TCS, Refund and Interest on delayed Payments.</li> <li>3.To familiarise students with different Return such as monthly, Quarterly and Annual, first Return, final Return and Interest and fine's on delayed Return.</li> <li>4. To provide knowledge of provisions applicable for Accounts, Audit, Types of Assessment and Records</li> <li>5. To provide knowledge about Custom Act -I provisions including taxable event, charge of custom duty, exceptions and exemptions from Custom Duty, Types of Duty and Valuation of Imported and Export goods</li> <li>6. To provide insight about the Custom Act-II- All Import and Export procedures, Special procedure relating to Baggage, Warehousing and Drawback.</li> </ol>
38	<b>TY (SEM VI)</b>	Economics Paper-III (Indian Economy)	<ol style="list-style-type: none"> <li>1. Indepth Knowlegde of the subject.</li> <li>2.Distinguish between the benefits and adverse effects of various variable on the economies.</li> <li>3.Relevance of the past theory and its importance in present scenario.</li> <li>4. To study the Growth and Development of Various Sectors of the Economy.</li> </ol>
39	<b>TY (SEM VI)</b>	Financial Accounting – VII	<ol style="list-style-type: none"> <li>1. To make student understand about the concept of IFRS.</li> <li>2. Tomake students aware about the procedure of prepration of financial statement of MaharashtraCo-Operative Society..</li> <li>3. To make students understand about concept of Investment Accounting as per AS-13</li> <li>4 To make student aware about different types of mutual fund and calculation of NAV.</li> <li>5 To make students aware about financial statement of Electricity Company.</li> </ol>

<b>Department of Bachelor Commerce of Banking and Insurance</b>			
1	<b>Programme Outcome</b>		PO – 1.After completing BBI, students can go for higher studies in the same field and can apply for Mcom in Banking and Insurance CS, MBA in Finance, Apply for Banking exams, courses of insurance Industries.
1	<b>Programme Specific Outcome</b>		PSO – 1 This course provides insight into the various aspects of the sector which includes Financial Investment, Legal Parameters, Investment Banking, Economics and Communication such are required in today's global competitive market PSO – 2 This course improves understanding about Banking & Insurance sector, since this course that specialises in banking & insurance gives in-depth knowledge PSO – 3 Comprehensive training to the student in the field of Banking & Insurance.
SR.NO	YEAR AND SEMESTER	Subject	Course Outcome
1	FY (SEMI)	Environmental and Management of Financial Services	1)To study the financial system 2) To study the phases of development of banking and Insurance 3) To learn the management, regulation and development of risk management within banking and insurance organisations 4) To critically evaluate the regulatory and developmental framework of banking and insurance
2	FY (SEMI)	Principles of Management	1)To study the functions and principles of management 2) To study the system and process of effective controlling in the organization. 3) To learn the application of the principles in an organization. 4) To critically evaluate the functions of Management in Banking & Insurance
3	FY (SEMI)	Financial Accounting – 1	1•State the uses and users of accounting information; 2•Apply accounting concepts, principles and conventions; 3•Record basic accounting transactions and prepare annual financial statements; and 4•Analyse, interpret the information contained in basic financial statements.
4	FY (SEMI)	Business Communication – I	1. Learning the reach of Communication through different channels, methods, and modes. 2. Understanding the Barriers to communication and overcome it through developing different skills 3. Making effective use of writing Business Letters and Personnel Correspondence 4. To Enhance the scope of Business communication in the Corporate and Global World.
5	FY (SEMI)	Foundation Course – I	1. to make students aware of the diversified nature of Indian society and disparities issues to think about ways by which these problems can be minimised, managed or solved 2. to understand the nature and significance of Indian constitution and Fundamental Duties to become responsible citizens 3. to reflect on values that we need to make our lives meaningful and responsible humans 4. to understand the significant political processes to cultivate politically responsible behaviour
6	FY (SEMI)	Business Economics – I	1. Correlate the various aspects with the current situation of the economy. 2. Distinguish between the benefits and adverse effects of various variable on the economies. 3. Relevance of the past theory and its importance in present scenario. 4. Subject topic knowledge and its relation with real world situation.
7	FY (SEMI)	Quantitative Methods – 1	1. To understand and analyse complex business, banking related problems. 2. To learn how to use particular statistical tool on the data and variables under consideration and apply various data types using various statistical techniques.
8	FY (SEMII)	Principles & Practices of Banking & Insurance	1. To understand the Indian Financial System. 2. to gain knowledge about the Functions of Banks. 3. to have knowledge about the Banking Technology. 4. to study about the Marketing of Banking Services/Products.
9	FY (SEMII)	Business Law	1.To Communicate effectively using standard business and legal terminology. 2.To help the students to understand fundamentals of prescribed laws in the sy 3.To gain knowledge on fundamental concepts, principles, and rules of law that apply to business transa
10	FY (SEMII)	Financial Accounting – II	1• To ascertain valuation of Goodwill and Shares and assess the financial position, and aid in decision making with financial data. 2• To know the Provisions of the Company's Act relating to issue and redemption of redeemable preference shares. and distinguish between revenue profits and capital profits. 3• Understand and apply the logical sequence involved in redemption of preference shares and Redemption of Debentures. 4• Solve problems relating to Valuation of Shares, Goodwill and redemption of Preference shares and Debentures

11	<b>FY (SEM II)</b>	Business Communication – II	<ol style="list-style-type: none"> <li>1. Understanding the Importance of Presentation and learning Graphics, PPT to implement it.</li> <li>2. Developing Group Communication through Group Discussion and Interviews.</li> <li>3. Developing the skill of Business Correspondence</li> <li>4. Widening the scope of writing skills through different Reports Writing</li> </ol>
12	<b>FY (SEM II)</b>	Foundation Course – II	<ol style="list-style-type: none"> <li>1. to make students understand the developmental processes and their impact on society</li> <li>2. to make students aware about the relevance of Human Rights and Fundamental Rights for better human life</li> <li>3. To develop understanding about environment, development with sustainability and quality of human life</li> <li>4. To help students to deal with stress, conflict, prejudice,</li> </ol>
13	<b>FY (SEM II)</b>	Organizational Behaviour	<ol style="list-style-type: none"> <li>1. To understand Introduction of Organizational Behaviour.</li> <li>2. To learn about Group Dynamics.</li> <li>3. to gain knowledge about the Organizational Culture and Change Management.</li> <li>4. To know more about Organizational Development</li> </ol>
14	<b>FY (SEM II)</b>	Quantitative Methods – II	<ol style="list-style-type: none"> <li>1. To understand and Master the concepts, techniques and applications of statistical methods.</li> <li>2. To developed the skills of solving real life problems using statistical methods.</li> <li>3. To understand the concept of Matrices and Determinant.</li> </ol>
15	<b>SY (SEM III)</b>	Financial Management – I	(1) To know the different sources of funds available to the business concern (2) To familiarise students with the practical applications of Financial Management (3) To understand the different aspects considered for financial decisions (4) To understand the techniques available for analysing capital expenditure decisions
16	<b>SY (SEM III)</b>	Organizational Behaviour	<ol style="list-style-type: none"> <li>1. To understand and Master the concepts, techniques and applications of Individual Behaviour</li> <li>2. To developed the skills of group dynamics</li> <li>3. To understand organisational climate and related topics</li> <li>4. Application of OB in Banking and Insurance</li> </ol>
17	<b>SY (SEM III)</b>	Management Accounting	<ol style="list-style-type: none"> <li>1. To understand the presentation of accounting information in such a way as to assist management decision making process.</li> <li>2. To study the relationship between two accounting variables, expressed mathematically.</li> <li>3. To study the optimum level of investment in working capital.</li> <li>4. To understand the key factors which influence dividend policy</li> </ol>
18	<b>SY (SEM III)</b>	Information Technology in Banking and Insurance – I	<ol style="list-style-type: none"> <li>1. The internet technology with wider emphasis on e-commerce.</li> <li>2. To understand the e-payment modes and its security concerns.</li> <li>3. To Introduce the office automation tools.</li> <li>4. To Introduce cyber-crimes and laws governing the same.</li> </ol>
19	<b>SY (SEM III)</b>	Foundation Course – III (An Overview of Banking Sector)	<ol style="list-style-type: none"> <li>1. To understand overall view of banking sector</li> <li>2. To understand progress of banking sector</li> <li>3 To understand Recent Innovation in banking sector</li> <li>4. To understand micro finance and financial inclusion in detail</li> </ol>
20	<b>SY (SEM III)</b>	Financial Markets	<ol style="list-style-type: none"> <li>1. To know about the Indian Financial Market</li> <li>2. To understand the process and importance of investments in the financial market.</li> <li>3 To understand the process and steps of investments in the market.</li> <li>4. To learn how financial market helps business, investors, banks and country to develop and progress economically</li> </ol>
21	<b>SY (SEM III)</b>	Direct Taxation	<ol style="list-style-type: none"> <li>1. The objective of this course is to make students understand the Basic Concepts and Definitions under section 2 of the Income Tax Act 1961 .</li> <li>2. To make the students learn and understand the different Heads of Income- Salary, House Property, Business and Profession Gain, Capital Gain and other sources.</li> <li>3. To help the students to understand the Deductions available under income Tax Act 1961 .</li> <li>4. To make students understand the way to calculate total income of the Assessee when combination of different heads and Deductions are given in a sums.</li> </ol>
22	<b>SY (SEM IV)</b>	Financial Management – II	<ol style="list-style-type: none"> <li>(1) To familiarise the students with working capital financing</li> <li>(2) To equip students with management of components of working capital</li> <li>(3) To understand relevance of financial planning</li> <li>(4) To know functions of strategic financial management</li> </ol>
23	<b>SY (SEM IV)</b>	Entrepreneurship Management	<ol style="list-style-type: none"> <li>1. To enumerate the Concept, meaning and definition of entrepreneur and entrepreneurship.</li> <li>2. understand Entrepreneurial Project Development.</li> <li>3. To develop an insight into the Legal Considerations for different forms of organization Cultural and Environmental Issues in setting up of business enterprise.</li> <li>4. To learn about Entrepreneurship Development Programme and Risk Management</li> </ol>
24	<b>SY (SEM IV)</b>	Cost Accounting of Banking and Insurance	<ol style="list-style-type: none"> <li>1. The objective of this course is to equip the students with the Methods of Costing.</li> <li>2. To give students an overview of how organisations make Cost Sheets to determine the cost of products.</li> <li>3. It helps the students to get an overview of Marginal Costing.</li> <li>4. It helps the students to get an overview of Standard Costing.</li> <li>5.. It helps the students to get an overview of how to do the reconciliation between cost and financial records</li> </ol>

25	SY (SEM IV)	Information Technology in Banking and Insurance – II	<ol style="list-style-type: none"> <li>1).The internet technology with wider emphasis on e-commerce.</li> <li>2). To understand the e-payment modes and its security concerns.</li> <li>3). To Introduce the office automation tools.</li> <li>4). To Introduce cyber-crimes and laws governing the same.</li> </ol>
26	SY (SEM IV)	Foundation Course in – IV (An Overview of Insurance Sector)	<ol style="list-style-type: none"> <li>1. To understand overall view of Insurance sector</li> <li>2. To understand progress of Insurance schemes</li> <li>3 To undertand various insurance scheme of SBI and ICICI</li> <li>4. To understand KYC ,documentation in details</li> </ol>
27	SY (SEM IV)	Corporate and Securities Law	<ol style="list-style-type: none"> <li>1. To introduce the learners to the Companies Act, 2013</li> <li>2. To develop an insight into Securities Laws and the role played by SEBI</li> <li>3. To introduce the learners to Depository System</li> <li>4. To highlight the procedural laws and compliances necessary</li> </ol>
28	SY (SEM IV)	Business Economics – II	<ol style="list-style-type: none"> <li>1. Overall Knowledge about the economy</li> <li>2. Subject topic and its relation with real world situation.</li> <li>3. Indepth knowledge about the subject</li> </ol>
29	TY (SEM V)	Financial Service Management	<ol style="list-style-type: none"> <li>1. To familiarize students with the various financial concepts</li> <li>2. To develop an insight into the various financial services provided by the BFSI sector</li> <li>3. To introduce the learners to innovative financial services and the risks associated with them</li> <li>4. To highlight the contemporary issues in the management of financial services</li> </ol>
30	TY (SEM V)	Auditing-I	<ol style="list-style-type: none"> <li>1. A basic working knowledge of the Audit Risk and Client’s Business Risk</li> <li>2. To understand concepts of Auditing for Fraud, Audit Evidence and Audit Sampling</li> <li>3. A basic working knowledge of the Internal Controls over Financial Reporting</li> <li>4. Auditing procedures vary from accounting firm to accounting firm and hence will involve attention to current events surrounding the auditing profession</li> </ol>
31	TY (SEM V)	Financial Reporting & Analysis (Corporate Banking & insurance)	<ol style="list-style-type: none"> <li>1. To make student understand about the Financial Statement of Banking Company.</li> <li>2 To make student understand about the Financial Statement of Insurance Company.</li> <li>3 To Prepration of Final Accounts of Company as per revised schedule III .</li> <li>4 To make students as understand cash flow statement as AS 3.</li> <li>5. To Make student aware about the IFRS and ethical behavior of accouting procedure.</li> </ol>
32	TY (SEM V)	Strategic Management	<ol style="list-style-type: none"> <li>1. Overview of strategic management-</li> <li>2 To study factors influencing strategic mgmt. environment</li> <li>3.To understand the different level of strategies and analysis tools</li> <li>4. To understand methods of activating strategy and implementation</li> </ol>
33	TY (SEM V)	Research Methodology	<ol style="list-style-type: none"> <li>1. Overview of strategic management-</li> <li>2 To study factors influencing strategic mgmt. environment</li> <li>3.To understand the different level of strategies and analysis tools</li> <li>4. To understand methods of activating strategy and implementation</li> <li>5. To study on methods of strategic evaluation and control</li> </ol>
34	TY (SEM V)	International Banking and Finance	<ol style="list-style-type: none"> <li>1. To familiarize students with the fundamentals of International Banking &amp; Finance</li> <li>2. To understand the historical developments in the International Monetary Systems</li> <li>3. To introduce the learners to International Financial Markets &amp; Risk Management tools</li> <li>4. To highlight the International Banking Operations</li> </ol>
35	TY (SEM VI)	Marketing in Banking & Insurance	<ol style="list-style-type: none"> <li>1) Understand fundamental marketing concepts, theories, and principles in areas of marketing</li> <li>2) Apply the knowledge, concepts, tools necessary to overcome challenges, and issues of marketing in a changing technological landscape.</li> <li>3) Develop creative solutions to marketing problems.</li> <li>4) Evaluate the role of marketing in Banking &amp; Insurance</li> </ol>
36	TY (SEM VI)	Central Banking	<ol style="list-style-type: none"> <li>1) Understanding of working and operations of Reserve Bank of India.</li> <li>2) Pactical working of Reserve Bank of India</li> <li>3) To understand the difference in working of Reseve Bank of India in developing and developed countries globally.</li> <li>4) To highlight on role of Reserve Bank of India in advancement and development of technology in banking industry.</li> </ol>
37	TY (SEM VI)	Auditing -II	<ol style="list-style-type: none"> <li>1.To acquire basic working knowledge of the Audit Report and Corporate Governance</li> <li>2.To develop an appreciation for the importance of the ethical standards of certified public accountants.</li> <li>3.This course is intended to acquaint the student with auditing standards and the general procedures required in conducting an audit.</li> <li>4. To apply and demonstrate the accounting knowledge and skills in Auditing.</li> </ol>
38	TY (SEM VI)	Security Analysis and Portfolio Management	<ol style="list-style-type: none"> <li>1.To understand the life stage and risk appetite of the investors.</li> <li>2.To study the process of reviewing and assessing the elements of the entire portfolio of securities or products in the business.</li> <li>3.To understand the price variation in bonds.</li> <li>4.To study the various methods of evaluating a security.</li> </ol>
39	TY (SEM VI)	Human Resource Management	<ol style="list-style-type: none"> <li>1) To develop the understanding of the concept of human resource management and to understand its relevance in organizations.</li> <li>2) To develop necessary skill set for application of various HR issues.</li> <li>3)To analyse the strategic issues and strategies required to select and develop manpower resources.</li> <li>4) To learn the concepts of HRM with specific refererece to Banking &amp; Insurance</li> </ol>

<b>Department of Bachelor of Mass Media / Multimedia &amp; Mass Communication</b>		
Programme Outcome		<p><b>PO – 1:</b> The program considers media industries and their relationship to culture and society, and the understanding of how communication works. The program emphasizes the development of critical thinking, professional writing skills and effective oral communication.</p> <p><b>PO – 2:</b> The Communication and Media Studies major prepares students for a wide variety of careers in business and industry, advertising, public relations and journalism, or advanced study</p> <p><b>PO – 3:</b> This program will equip the learners with professional skills essential for making career in Entertainment industry, Cinema, Television, OTT Platforms, social media platforms etc.</p>
Programme Specific Outcome		<p><b>PSO – 1:</b> Students would demonstrate the ability to apply rhetorical principles in a variety of creative, cinematic, organizational, professional and journalistic venues.</p> <p><b>PSO – 2:</b> Learners will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.</p> <p><b>PSO – 3:</b> Learners would develop a global awareness of political, social and corporate issues influenced by communication sensitivity and skills.</p> <p><b>PSO – 4:</b> Learners will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns.</p> <p><b>PSO – 5:</b> Learners will be able to conceptualize, design, and produce one or more works in media based on effective principles and practices of media aesthetics for a target audience.</p>
	Subject	<b>Course Outcome</b>
FY (SEM I)	EFFECTIVE COMMUNICATION-I	To make the students aware of functional and operational use of language in media. To equip or enhance students with structural and analytical reading, writing and thinking skills. To introduce key concepts of communications.
FY (SEM I)	FOUNDATION COURSE –I	To introduce students to the overview of the Indian Society. To help them understand the constitution of India. To acquaint them with the socio-political problems of India.
FY (SEM I)	VISUAL COMMUNICATION	To provide students with tools that would help them visualize and communicate. Understanding Visual communication as part of Mass Communication. To acquire basic knowledge to be able to carry out a project in the field of visual communication. To acquire basic knowledge in theories and languages of Visual Communication. The ability to understand and analyze visual communication from a critical perspective.
FY (SEM I)	FUNDAMENTALS OF MASS COMMUNICATION	To introduce students to the history, evolution and the development of Mass Communication in the world with special reference to India. To study the evolution of Mass Media as an important social institution. To understand the development of Mass Communication models. To develop a critical understanding of Mass Media. To understand the concept of New Media and Media Convergence and its implications.
FY (SEM I)	CURRENT AFFAIRS	<ol style="list-style-type: none"> <li>To provide learners with overview on current developments in various fields.</li> <li>To generate interest among the learners about burning issues covered in the media</li> <li>To equip them with basic understanding of politics, economics, environment and technology so that students can grasp the relevance of related news.</li> <li>Twenty minutes of newspaper reading and discussion is mandatory in every</li> </ol>
FY (SEM I)	HISTORY OF MEDIA	<ol style="list-style-type: none"> <li>Learner will be able to understand Media history through key events in the cultural history</li> <li>To enable the learner to understand the major developments in media history.</li> <li>To understand the history and role of professionals in shaping communications.</li> <li>To understand the values that shaped and continues to influence Indian mass media.</li> <li>Learner will develop the ability to think and analyze about media.</li> <li>To sharpen the reading, writing, speaking and listening skills that will help the students to understand the development of Media</li> </ol>
FY (SEM II)	Effective communication –II	To make the students aware of use of language in media and organization. To equip or enhance students with structural and analytical reading, writing and thinking skills. To introduce key concepts of communications.
FY (SEM II)	FOUNDATION COURSE	To introduce students to the overview of the Indian Society. To help them understand the constitution of India. To acquaint them with the socio-political problems of India.
FY (SEM II)	CONTENT WRITING	<ol style="list-style-type: none"> <li>To provide students with tools that would help them communicate effectively.</li> <li>Understanding crisp writing as part of Mass Communication</li> <li>The ability to draw the essence of situations and develop clarity of thought.</li> </ol>

FY (SEM II)	INTRODUCTION TO ADVERTISING	<ol style="list-style-type: none"> <li>1. To provide the students with basic understanding of advertising, growth, importance and types.</li> <li>2. To understand an effective advertisement campaigns, tools, models etc.</li> <li>3. To comprehend the role of advertising , various departments, careers and creativity</li> <li>4. To provide students with various advertising trends, and future.</li> </ol>
FY (SEM II)	INTRODUCTION TO JOURNALISM	To help media students to acquaint themselves with an influential medium of journalism that holds the key to opinion formation & to create awareness.
FY (SEM II)	MEDIA GENDER & CULTURE	<ul style="list-style-type: none"> <li>• To discuss the significance of culture and the media industry.</li> <li>• To understand the association between the media, gender and culture in the society.</li> <li>• To stress on the changing perspectives of media, gender and culture in the globalised era.</li> </ul>
SY (Sem III)	MEDIA STUDIES	<ol style="list-style-type: none"> <li>1. To provide an understanding of media theories</li> <li>2. To understand the relationship of media with culture and society</li> <li>3. To understand Media Studies in the context of trends in Global Media</li> </ol>
SY (Sem III)	INTRODUCTION TO ADVANCE COMPUTERS	<ol style="list-style-type: none"> <li>1. To equip the students with a understanding of industry knowledge required to make a career in the field of print and Advertising, Digital Marketing, Television media, Film etc.</li> <li>2. To train them with the software knowledge required in the above mentioned Industries.</li> </ol>
SY (Sem III)	UNDERSTANDING CINEMA	To sensitize the students towards Cinema as a medium of Mass Communication and help them to become critical viewers of movies today. <ol style="list-style-type: none"> <li>a. From A Personal Point Of View</li> <li>b. From A Social Point Of View</li> <li>c. From A Business Point Of View (in context of Box Office Success), To study the similarities and differences between various movie cultures. (Have a contextual understanding), To study Indian cinema through its similarities and differences with both Indian &amp; Western traditions of art and culture.</li> </ol>
SY (Sem III)	Cultural studies	<ul style="list-style-type: none"> <li>• To create awareness on cultural theories and its relevance in media</li> <li>• To discuss the importance of cultural studies and its role in mass media.</li> <li>• To understand the cultural concepts and its impact on the media</li> </ul>
SY (Sem III)	INTRODUCTION TO CREATIVE WRITING	<ol style="list-style-type: none"> <li>(i) To encourage students to read stories, poems, plays</li> <li>(ii) To develop further and build upon the writing and analytical skills acquired in Semesters I &amp; II</li> <li>(iii) To acquaint students with basic concepts in literary writing.</li> <li>(iv) To prepare students to write for media.</li> </ol>
SY (Sem III)	Introduction to Public Relations	<ol style="list-style-type: none"> <li>1. To prepare students for effective &amp; ethical public communication on behalf of organisations.</li> <li>2. To help students acquire basic skills in the practical aspects of Media Relations &amp; Crisis Management.</li> <li>3. To equip students with basic skills to write &amp; develop Press Release&amp; other PR communication.</li> <li>4. To design a PR campaign.</li> </ol>
SY (Sem IV)	Mass Media Research	<ul style="list-style-type: none"> <li>• To introduce students to debates in Research approaches and equip them with tools to carry on research</li> <li>• To understand the scope and techniques of media research, their utility and limitations</li> </ul>
SY (Sem IV)	INTRODUCTION TO JOURNALISM	To help media students to acquaint themselves with an influential medium of journalism which holds the key to opinion formation & create awareness
SY (Sem IV)	<u>Print Production And Photography</u>	To help students understand the principles and practice of photography. To enable students to enjoy photography as an art.
SY (Sem IV)	<u>ORGANISATIONAL BEHAVIOUR</u>	<ul style="list-style-type: none"> <li>• To impart knowledge of the basic concepts and facets of organisational behaviour.</li> <li>• To highlight the role of psychological factors &amp; process at work.</li> <li>• To foster management skills among students.</li> </ul>
SY (Sem IV)	Radio & TV	To acquaint students with the working of two powerful media ie radio and television. The content is useful for both advertising and journalism students in order to further their careers in their respective fields.
SY (Sem IV)	Introduction to Advertising	<ol style="list-style-type: none"> <li>1. To introduce Students to the basic steps in advertising</li> <li>2. To help students understand the creations of an ad campaign</li> <li>3. To understand the structure of an Ad Agency</li> </ol>



TYBMM (Sem V) - Advertising	MEDIA PLANNING AND BUYING	<ul style="list-style-type: none"> <li>To develop knowledge of various characteristics of media.</li> <li>To understand procedures, requirements, and techniques of media planning and buying.</li> <li>To learn the various media mix and its implementation</li> <li>To understand budget allocation for a Media plan</li> </ul>
TYBMM (Sem V) - Advertising	BRAND BUILDING	<ul style="list-style-type: none"> <li>To study the concept of Brands</li> <li>To study the process of building brands</li> <li>To study its importance to the consumer and advertisers</li> </ul>
TYBMM (Sem V) - Advertising	ADVERTISING IN CONTEMPORARY SOCIETY	<ul style="list-style-type: none"> <li>To understand the environment in Contemporary Society</li> <li>To understand Liberalisation and its impact on the economy</li> <li>To study contemporary advertising and society</li> </ul>
TYBMM (Sem V) - Advertising	CONSUMER BEHAVIOUR	<ul style="list-style-type: none"> <li>To understand role of marketing in influencing consumer behaviour.</li> <li>To analyze the role of marketer &amp; the consumer in advertising.</li> <li>To sensitize the students to the changing trends in consumer behaviour.</li> </ul>
TYBMM (Sem V) - Advertising	COPYWRITING	<ul style="list-style-type: none"> <li>To familiarize the students with the concept of copywriting as selling through writing</li> <li>To learn the process of creating original, strategic, compelling copy for various media</li> <li>To train students to generate, develop and express ideas effectively</li> <li>To learn the rudimentary techniques of advertising - headline and body copywriting.</li> </ul>
TYBMM (Sem V) - Advertising	Ad Design	<ul style="list-style-type: none"> <li>To make students understand the process of planning &amp; production of advertisement</li> <li>To highlight the importance of visual communication</li> <li>To provide practical training in the field of advertising</li> </ul>
TYBMM (Sem V) - Journalism	Editing	<ul style="list-style-type: none"> <li>As an important segment of newspaper production, editing is a vital function. The syllabus lays stress on language skill improvement.</li> <li>It aims at orienting students to gain more practical knowledge in the print media scenario.</li> <li>The syllabus encompasses the current trends of digital media as well as writing for e editions of papers.</li> <li>The syllabus tackles editing from various beats points of view.</li> <li>Editing of editorials, columns, etc is included to acquaint the students about responsible journalism.</li> <li>With global media and changing advertising concepts lay-outs in modern times can be imparted.</li> </ul>
TYBMM (Sem V) - Journalism	Features and Opinion	<ul style="list-style-type: none"> <li>Understanding the differences between reporting and feature writing</li> <li>Understanding the other types of soft stories</li> <li>Learning the skills for writing features/ opinion/soft stories and of interviewing</li> </ul>
TYBMM (Sem V) - Journalism	Journalism and Public Opinion	<ul style="list-style-type: none"> <li>To assess the importance of the media vis a vis the public</li> <li>To project a fair idea of the role of the media in creating and influencing Public Opinion</li> <li>To analyze the impact of the media on public opinion on socio political issues</li> </ul>
TYBMM (Sem V) - Journalism	Indian Regional Journalism	<ul style="list-style-type: none"> <li>Study of the history and role of Indian press other than in English.</li> <li>Understand the contribution and role of certain publications and stalwarts</li> <li>Study of the regional press and television of today</li> </ul>
TYBMM (Sem V) - Journalism	Newspaper & Magazine Making	<ul style="list-style-type: none"> <li>To study the design, elements of the newspaper and magazine</li> <li>To study space distribution</li> <li>To get exposure to design software such as Quark Express</li> <li>To study the process of planning and production of newspaper and magazine</li> </ul>
TYBMM (Sem VI) Advertising	Contemporary Issues	<ul style="list-style-type: none"> <li>To understand and analyse some of the present day environmental, political, economic and social concerns and issues.</li> <li>To highlight the importance of human rights and its implementation in India.</li> <li>To understand the present day problems and challenges and its implications on development.</li> </ul>
TYBMM (Sem VI) Advertising	Financial Management for Marketing and Advertising	<p>To provide a brief over view of the basic concepts, goals functions and types of finance available for new and existing business and marketing units.</p> <p>To enable the understanding of the need for financial planning through Budgets and their benefits.</p> <p>To enable students to evaluate the financial implications of marketing decisions through simple analytical tools.</p>

TYBMM (Sem VI) Advertising	AGENCY MANAGEMENT	<ul style="list-style-type: none"> <li>To acquaint the students with concepts, techniques for developing an effective advertising campaign.</li> <li>To familiarize students with the different aspects of running an ad agency</li> <li>To inculcate competencies to undertake professional work in the field of advertising.</li> </ul>
TYBMM (Sem VI) Advertising	ADVERTISING AND MARKETING RESEARCH	<ul style="list-style-type: none"> <li>To inculcate the analytical abilities and research skills among the students.</li> <li>To understand research methodologies – Qualitative vs Quantitative</li> <li>To discuss the foundations of Research and audience analysis that is imperative to successful advertising.</li> <li>To understand the scope and techniques of Advertising and Marketing research, and their utility.</li> </ul>
TYBMM (Sem VI) Advertising	Legal Environment & Advertising Ethics	<p>(i) To acquaint students to the Legal Environment in contemporary India highlighting the relevance of the same with reference to Advertising media.</p> <p>(ii) To emphasise &amp; reiterate the need to have ethical practices in the field of advertising media both in India &amp; internationally.</p> <p>(iii) To appreciate the role of advertising in contemporary consumerism, the need for consumer awareness &amp; consumer protection.</p> <p>(iv) Advertising as a profession today &amp; how to protect it the future of advertising</p> <p>a. The socio – economic criticisms</p> <p>b. Why Advertising needs to be socially responsible?</p> <p>c. The need for Critiques in Advertising</p> <p>(v) The syllabus has been redesigned to include advertising in both traditional &amp; New Media.</p>
TYBMM (Sem VI) Advertising	DIGITAL MEDIA	<ul style="list-style-type: none"> <li>Understand digital marketing platform</li> <li>Understand the key goals and stages of digital campaigns</li> <li>Understand the of use key digital marketing tools</li> <li>Learn to develop digital marketing plans</li> </ul>
TYBMM (Sem VI) Journalism	Contemporary Issues	<ul style="list-style-type: none"> <li>To understand and analyse some of the present day environmental, political, economic and social concerns and issues .</li> <li>To highlight the importance of human rights and its implementation in India.</li> <li>To understand the present day problems and challenges and its implications on development.</li> </ul>
TYBMM (Sem VI) Journalism	Press Laws and Ethics	<ul style="list-style-type: none"> <li>To study media laws</li> <li>To understand media</li> </ul>
TYBMM (Sem VI) Journalism	Broadcast Journalism	<ol style="list-style-type: none"> <li>To understand the development of Broadcast Journalism.</li> <li>To Introduce the importance of Regional Journalism.</li> <li>To learn to write in Broadcast Style conforming to the ethical and practical principles that guide it.</li> <li>To learn the skills and techniques to investigate, produce and deliver news stories for various media outlets.</li> <li>To learn the use of camera &amp; sound in broadcast formats.</li> <li>To develop reading habits that keep them aware of current affairs, local, national, and world;</li> <li>To introduce Social Media; Convergence; Multimedia; Online Journalism.</li> </ol>
TYBMM (Sem VI) Journalism	Business & Magazine Journalism	<ul style="list-style-type: none"> <li>To understand the tools of business journalism and an overview of the economy</li> <li>To study the magazine sector and its specialisation</li> </ul>
TYBMM (Sem VI) Journalism	Issues of Global Media	<p>Study the role of media in the 21st Century and the challenges facing traditional media</p> <p>Familiarise students about regional versus global media</p> <p>Highlight social media's relevance in information dissemination</p>
TYBMM (Sem VI) Journalism	News Media Management	<ul style="list-style-type: none"> <li>To make students aware about the responsibilities, structure and functioning of responsibilities of an organisation</li> <li>Students will be able to analyze individual media businesses and understand the economic drivers of the media economy. .</li> <li>Students will have developed hands-on experience as content marketers using journalistic and digital techniques.</li> <li>Students will have gained a perspective on the evolution of media in the last 25 years and on key current trends.</li> </ul>
TYBMM (Sem VI) Journalism	DIGITAL MEDIA	<ul style="list-style-type: none"> <li>Understand digital marketing platform</li> <li>Understand the key goals and stages of digital campaigns</li> <li>Understand the of use key digital marketing tools</li> <li>Learn to develop digital marketing plans</li> </ul>

Department of Bachelor of Management Studies			
1	Programme Outcome		PO – 1.After the successful completion of BMS course, students can also take up further studies, enter the corporate set up or even start entrepreneurial ventures. To sum up, the BMS program ensures a promising career in the field of management.
1	Programme Specific Outcome		PSO – 1.The BMS course offers specialisation in Finance, Marketing & HR right. Hence they are well versed in the chosen discipline by the time they attain their graduation degrees PSO – 2 BMS students who wish to pursue MBA or MMS are able to crack the entrance exam easily since they already have a strong base in management and thus can easily get admissions in top B- schools. PSO – 3.The BMS course curriculum includes internship programs, project work related to varied areas of management etc. This makes this course much in demand in the job market and also makes the BMS students highly compatible for the corporate world.
SR.NO	YEAR AND SEMESTER	Subject	Course Outcome
1	FY (SEMI)	Introduction to Financial Accounts	1. To understand Book Keeping & Accountancy. 2. To understand Accounting Transactions . 3. To understand Depreciation Accounting & Trial Balance. 4. To understand Final Accounts of Sole Trading Concern.
2	FY (SEMI)	Business Law	1. To introduce the learners to the basic Business laws relating to Commerce, Trade & Industry 2. To develop an insight into Contracts 3. To introduce the learners to Intellectual Property Rights & Companies Act 4. To create an understanding of the various legal jargons, provisions of law & their effects on business
3	FY (SEMI)	Business Statistics	1. To understand and Master the concepts,techniques and applications of statistical methods. 2. To developed the skills of solving real life problems using statistical methods. 3. To make students to understand the art of applying statistical techniques to solve some real life problems. 4. To gain knowledge of statistical computations.
4	FY (SEMI)	Business Communication – I	1. Learning the reach of Communication through different channels, methods, and modes. 2. Understanding the Barriers to communication and overcome it through developing different skills 3. Making effective use of writing Business Letters and Personnel Correspondence 4. To Enhance the scope of Business communication in the Corporate and Global World.
5	FY (SEMI)	Foundation Course – I	1. to make students aware of the diversified nature of Indian society and disparities issues to think about ways by which these problems can be minimised, managed or solved 2. to understand the nature and significance of Indian constitution and Fundamental Duties to become responsible citizens 3. to reflect on values that we need to make our lives meaningful and responsible humans 4. to understand the significant political processes to cultivate politically responsible behaviour
6	FY (SEMI)	Foundation of Human Skills	1. To introduce the learners to the basic concepts of foundation of human skills 2. To develop an insight intoBehaviour and its various aspects 3. To introduce the learners toOrganisation and its culture 4. To create an understanding of the various developments in the organisation and work related stress
7	FY (SEMI)	Business Economics – I	1. Correlate the various aspects with the current situation of the economy. 2. Distinguish between the benefits and adverse effects of various variable on the economies. 3. Relevance of the past theory and its importance in present scenario. 4. Subject topic knowledge and its relation with real world situation.
8	FY (SEMII)	Principles of Marketing	1) Understand fundamental marketing concepts, theories, and principles in areas of marketing 2) Apply the knowledge, concepts, tools necessary to overcome challenges, and issues of marketing in a changing technological landscape. 3) Develop creative solutions to marketing problems.
9	FY (SEMII)	Industrial Law	1. To study laws related to Industrial Relations & Industrial Disputes. 2. To study the laws related to Health ,Safety & Welfare. 3. To understand Social Legislation. 4. To study the laws related to Compensation Management.
10	FY (SEMII)	Business Mathematics	1. To understand the concept of Matrices and Determinant. 2. To Provide the concept of Functions and Derivatives. 3. To understand the concept of Elementary Financial Mathematics and Numerical Analysis.
11	FY (SEMII)	Business Communication – II	1. Understanding the Importance of Presentation and learning Graphics, PPT to implement it. 2. Developing Group Communication through Group Discussion and Interviews. 3. Developing the skill of Business Correspondence 4. Widening the scope of writing skills through different Reports Writing
12	FY (SEMII)	Foundation Course – II	1. To understand the policies of Liberalization, Privatization and Globalization. 2.To develop an understanding towards human rights and human values, 3. To Understand what is stress and to manage stress. 4.To study the significance of environmental studies.
13	FY (SEMII)	Business Environment	1. To understand the characteristics and importance of business environment. 2. To learn about the environmental factors. 3. To get an overview of sunrise sectors. 4. To develop an understanding on the international trade platforms and norms like, WTO and TRIP.
14	FY (SEMII)	Principles of Management	1)To help the students gain understanding the functions and responsibilities of managers. 2) To study the system and process of effective controlling in the organization. 3) To learn the application of the principles in an organization. 4) To help the students t develop cognizance of the importance of management prnciples
15	SY (SEM III)	Basics of Financial Services	1.The course aims at explaining the core concepts of business finance and its importance in managing a business 2.The objectives of develop a conceptual framework off inancefunction and to acquaint the participants with the tools,types,instruments of financial system in the real Indian Financial Market.

16	SY (SEM III)	Corporate Finance	1.The objectives of develop a conceptual framework of finance function and to acquaint the participants with the tools technique s and process of financial management in the real of financial decision making. 2.The course aim s at explaining the core concepts of corporate finance and its importance in managing a business 3.To providing understanding of nature,importance,structureofcorporatefinancerelatedareasandtoimpartknowledgeregardingsourceoffinanceforabusiness
17	SY (SEM III)	Consumer Behaviour	1.The basic objective of this course is to develop an understanding about the consumer decision making process and its applications in marketing function of firms. 2.This course is meant to equip undergraduate students with basic knowledge about issues and dimensions of Consumer Behaviour.Students are expected to develop the skill of understanding and analysing consumer information and usingitto createconsumer oriented marketing strategies.
18	SY (SEM III)	Advertising	1 To understand and examine the growing importance of advertising 2 To understand the construction of an effective advertisement 3 To understand the role of advertising in temporarys cenario
19	SY (SEM III)	Information Technology in Business Management – I	1 To learn basic concepts of I nformationTechnology,its support and rolein Management,for managers 2 ModuleII comprises of practical and office automation.It is expected to have practical sessions ofl atestMS-Officesoftware . To understand basic concepts of Email,Internet and websites,domains and security therein 4 To recognize security aspects of IT inbusiness,highlighting electronic transactions,advanced security features
20	SY (SEM III)	Foundation Course (Environmental Management) – III	
21	SY (SEM III)	Business Planning & Entrepreneurial Management	1. Entrepreneurshipisoneofthemajorfocusareasofthedisciplineof Management.This course introduces Entrepreneurship to budding managers. 2 To develop entrepreneurs &to prepare students to take the responsibilityoffulllineofmanagementfunctionofacompanywith specialreferencetoSMEsector.
22	SY (SEM III)	Accounting for Managerial Decisions	1.Toacquaintmanagementlearnerswithbasicaccountingfundamentals. 2 Todevelopfinancialanalysis skillsamonglearners. 3 Thecourseaimsatexplainingthecoreconceptsofbusinessfinance anditsimportanceinmanagingbusiness
23	SY (SEM III)	Strategic Management	1.Theobjectiveofthiscourseistolearnthemanagementpoliciesand strategiesateveryLeveltodevelopconceptualskillsinthisareaswell astheirapplicationinthecorporateworld. 2 Thefocusiscriticallyexaminethemanagementoftheentire enterprisefromtheTopManagementviewpoints. 3 ThiscoursedealswithcorporatelevelPolicy&Strategyformulation areas.Thiscourseaimstodevelopingconceptualskillsinthisareas wellastheirapplicationinthecorporateworld.
25	SY (SEM IV)	Financial Institutions and Markets	1. TheCourseaimsatprovidingthestudentsbasicknowledgeaboutthe structure,roleandfunctioningoffinancialinstitutionsandmarketsin thefinancialsysteminIndia. 2 Toinculcateunderstandingrelatingtomanagingoffinancialsystem
26	SY (SEM IV)	Corporate Restructuring	1. To impartknowledge relating to legal,accounting and practical implementationofcorporaterestructuring. 2 The subjectcoversthe complexfacetofcorporate restructuring process
27	SY (SEM IV)	Integrated Marketing Communication	1.Toequipthestudentswithknowledgeaboutthenature,purpose and complex construction in theplannin gandexecution of an effective Integrated Marketing Communication (IMC)program. 2.To understand the various tools of IMC and the importance of coordinating them for an effective marketing communication program.
28	SY (SEM IV)	Event Marketing	1. TounderstandbasicconceptsofEventMarketing. 2 ToimpartknowledgetolearnersaboutcategoriesofEvents . 3Tounderstandsegmenting,targetingandpositioninginthecontextof EventMarketing. 4TofamiliarizellearnerswithtrendsandchallengesinEventMarketing.
29	SY (SEM IV)	Information Technology in Business Management – II	1. Tounderstandmanagerialdecision-makingandto developperceptive ofmajorfunctionalareaofMIS 2. 2.ToprovideconceptualstudyofEnterpriseResourcePlanning,Supply ChainManagement,CustomerRelationshipManagement,Keyissuesin implementation.This moduleprovidesunderstandingaboutemerging MIS technologies like ERP,CRM,SCM and trends in enterprise applications. 3 Tolearnandunderstandrelationshipbetween databasemanagement anddatawarehouseapproaches,therequirementsandapplicationsof datawarehouse
30	SY (SEM IV)	Foundation Course (Ethics and Governance) – IV	1.Tounderstandsignificanceofethicsandethicalpracticesinbusinesses whichareindispensibleforprogressofacountry 2 2.Tolearntheapplicabilityofethicsinfunctionalareaslikemarketing, financeandhumanresourcemanagement 3 3.Tounderstandthemergingneedandgrowingimportanceofgood governanceandCSRbyorganisations 4 4.Tostudytheethicalbusinesspractices,CSRandCorporateGovernance practicedbyvariousorganisations
31	SY (SEM IV)	Business Economics-II	1. The heavily application-oriented nature of macroeconomics course is introduced in order to enable the learners to grasp fully the theoretical rationale behind policies at the country as well as corporate level 2. This course the learners to receive a firm grounding on the basic macroeconomic concepts that strengthen analysis of crucial economic policies 3. Learners are expected to regularly read suggested current readings and related articles in the dailies and journals are analysed class rooms
32	SY (SEM IV)	Business Research Methods	1. Thecourseisdesignedtoinculcateanalyticalabilitiesandresearch skillsamongthestudents. 2 The course intends to give hands on experience and learning in BusinessResearch
33	SY (SEM IV)	Production & Total Quality Management	1. Toacquaintlearnerswiththebasicmanagementdecisionswithrespect toproductionandqualitymanagement 2 Tomakethelearnersunderstandthedesigningaspectofproduction systems 3 Toenablethelearnersapplywhattheyhavelearnttheoretically.
35	TY (SEM V)	Investment Analysis & Portfolio Mgmt	1.To acquaint the learners with various concepts of finance 2.To understand the terms which are often confronted while reading newspaper, magazines etc for better correlation with the practical world 3.To understand various models and techniques of security and portfolio analysis

36	TY (SEMV)	Commodity & Derivatives Market	1.To understand the concepts related to Commodities and Derivatives market 2.To study the various aspects related to options and future 3.To acquaint learners with the trading, clearing and settlement mechanism in derivatives market
37	TY (SEMV)	Risk Management	1.To familiarize the student with the fundamental aspects of risk management and control 2.To give a comprehensive overview of risk governance and assurance with special reference to insurance sector
38	TY (SEMV)	Direct Taxes	1.To understand the provisions of determining residential status of individual 2.To study various heads of income 3.To study deductions from total income 4.To compute taxable income of Individuals
39	TY (SEMV)	Services Marketing	1.To understand distinctive features of services and key elements in services marketing 2.To provide insight into ways to improve service quality and productivity 3.To understand marketing of different services in Indian context
40	TY (SEMV)	E-Commerce & Digital Marketing	1.To understand increasing significance of E-Commerce and its applications in Business and Various Sectors 2.To provide an insight on Digital Marketing activities on various 3.To understand Latest Trends and Practices in E-Commerce and Digital Marketing, along with its Challenges and Opportunities for an Organisation Social Media platforms and its emerging significance in Business
41	TY (SEMV)	Sales & Distribution Management	1.To develop understanding of the sales & distribution processes in organizations 2.To get familiarized with concepts, approaches and the practical aspects of the key decision making variables in sales management and distribution channel management
42	TY (SEMV)	Customer Relationship Management	1.To understand concept of Customer Relationship Management (CRM) and implementation of Customer Relationship Management 2.To provide insight into CRM marketing 3.To understand new trends in CRM, challenges and opportunities for organization initiatives, customer service and designing CRM strategy
43	TY (SEMV)	Logistics & Supply Chain Mgmt	1.To provide students with basic understanding of concepts of logistics and supply chain management 2.To introduce students to the key activities performed by the logistics 3.To provide an insight in to the nature of supply chain, its functions and supply chain systems function 4.To provide an insight in to the nature of supply chain, its functions and supply chain systems 5.To understand global trends in logistics and supply chain management
44	TY (SEMV)	Corporate Communication and Public Relations	1.To provide the students with basic understanding of the concepts of corporate communication and public relations 2.To introduce the various elements of corporate 3.To examine how various elements of corporate communication must be coordinated to communicate effectively communication and consider their roles in managing 4.To develop critical understanding of the different practices associated with corporate communication organizations
45	TY (SEMV)	Industrial Relations	1.To understand the concept of performance management in organizations 2 To review performance appraisal systems 3.To understand the significance of career planning and practices
46	TY (SEMV)	Performance Management and Career Planning Modules at a Glance	1.To understand the concept of performance management in organizations 2 To review performance appraisal systems To understand the significance of career planning and practices
47	TY (SEMV)	Strategic Human Resource Management and HR Policies	1.To understand human resource management from a strategic perspective 2.To link the HRM functions to corporate strategies in order to understand HR as a strategic resource 3.To understand the relationship between strategic human resource management and organizational performance 4.To apply the theories and concepts relevant to strategic human resource management in contemporary organizations To understand the purpose and process of developing Human Resource Policies
48	TY (SEMV)	Talent & Competency Management	1.To understand key talent management & competency management concepts 2.To understand the concept and importance of competency mapping
49	TY (SEMVI)	International Finance	1.The objective of this course is to familiarize the student with the fundamental aspects of various issues associated with International Finance
50	TY (SEMVI)	Innovative Financial Services	1.To familiarize the learners with the fundamental aspects of various issues associated with various Financial Services 2.To give a comprehensive overview of emerging financial services in the light of globalization 3.To introduce the basic concepts, functions, process, techniques and create an awareness of the role, functions and functioning of financial services
51	TY (SEMVI)	Strategic Financial Management	1.To match the needs of current market scenario and upgrade the learner's skills and knowledge for long term sustainability Changing scenario in Banking Sector and the inclination of learners towards choosing banking as a career option has made study of financial management in banking sector inevitable 2.To acquaint learners with contemporary issues related to financial management
52	TY (SEMVI)	Indirect Taxes	1.To understand the basics of GST To study the registration and computation of GST 2.To acquaint the students with filing of returns in GST
53	TY (SEMVI)	Brand Management	1 To understand the meaning and significance of Brand Management 2 To Know how to build, sustain and grow brands 3.To know the various sources of brand equity
54	TY (SEMVI)	Retail Management	1.To familiarize the students with retail management concepts and operations 2.To provide understanding of retail management and types of retailers 3.To develop an understanding of retail management terminology including merchandize management, store management and retail strategy. 4.To acquaint the students with legal and ethical aspects of retail management 5 To create awareness about emerging trends in retail management
55	TY (SEMVI)	International Marketing	1.To understand International Marketing, its Advantages and Challenges. 2.To provide an insight on the dynamics of International Marketing Environment. 3.To understand the relevance of International Marketing Mix decisions and recent developments in Global Market
56	TY (SEMVI)	Media Planning & Management	1.Overview of Media and Media Planning 2 Media Mix & Media Strategy 3 Media Budgeting, Buying & Scheduling 4 Media Measurement, Evaluation

57	TY (SEMVI)	Operation Research	<ol style="list-style-type: none"> <li>1. To help students to understand operations research methodologies</li> <li>2 To help students to solve various problems practically</li> <li>3 To make students proficient in case analysis and interpretation</li> </ol>
58	TY (SEMVI)	Organisational Dev	<ol style="list-style-type: none"> <li>1. To understand the concept of Organisational Development and its Relevance in the organisation</li> <li>2 To Study the Issues and Challenges of OD while undergoing Changes</li> <li>3 To get an Understanding of Phases of OD Programme</li> </ol>
59	TY (SEMVI)	HR in global	<ol style="list-style-type: none"> <li>1. To introduce the students to the study and practice of IHRM.</li> <li>2. To understand the concepts, theoretical framework and issues of HRM in Global Perspective</li> <li>3. To get insights of the concepts of Expatriates and Repatriates</li> <li>4 To find out the impact of cross culture on Human Resource Management</li> <li>5. To provide information about Global Workforce Management</li> <li>6 To study International HRM Trends and Challenges</li> </ol>
60	TY (SEMVI)	Hr in service	<ol style="list-style-type: none"> <li>1. To understand the concept and growing importance of HRM in service sector</li> <li>2 To understand how to manage human resources in service sector</li> <li>3 To understand the significance of human element in creating customer satisfaction through service quality</li> <li>4 To understand the Issues and Challenges of HR in various service sectors</li> </ol>

Department of Bachelor of Science Information Technology			
1	Programme Outcome		PO – 1.The students will be ready for the jobs available in different fields like: Software Development (Programming) , Website Development , Mobile app development ,BSc (IT) syllabus is far more practical and industry oriented.
			PO – 2.The new syllabus is aimed to achieve the objectives. The syllabus spanning three years covers the industry relevant courses.
1	Programme Specific Outcome		PSO – 1.To think analytically, creatively and critically in developing robust, extensible and highly maintainable technological solutions to simple and complex problems.
			PSO – 2.To apply their knowledge and skills to be employed and excel in IT professional careers and/or to continue their education in IT and/or related post graduate programmes.
			PSO – 3.To be capable of managing complex IT projects with consideration of the human, financial and environmental factors.
SR.NO	YEAR AND SEMESTER	Subject	Course Outcome
1	FY (SEMI)	Imperative Programming	Understanding the concepts of programming algorithms and flowchart how to develop the software applications with the 'C' programming language
2	FY (SEMI)	Digital Electronics	To understand the hardware digital componenets of computers, signals and Integrated circuits.
3	FY (SEMI)	Operating Systems	Understanding the basic concept of how system is working,controlling the task.
4	FY (SEMI)	Discrete Mathematics	The aim of the discrete mathematics is the study of mathematical structures that are fundamentally discrete rather than continuous, Be skillful in expressing mathematical properties formally via the formal language of propositional logic and predicate logic , Acquire ability to describe computer programs (e.g. recursive functions) in a formal mathematical
5	FY (SEMI)	Communication Skills	It revolves around giving a thoughtful consideration to the interests and feelings of others. It promotes positive traits in you and speaks volumes about your inner character.
6	FY (SEMI)	Imperative Programming Practical	To learn basic fundamentals of C language by implementing the concepts like conditional ,looping statements, functions, array , pointers etc
7	FY (SEMI)	Digital Electronics Practical	Study of differnt ICs and building of circuits
8	FY (SEMI)	Operating Systems Practical	creating virtual machineand install other operating system as well as learn to operate commands on it.
9	FY (SEMI)	Discrete Mathematics Practical	Study about software of scilab and its uses, Scilab is helpful to solve mathematical problems by using software, logical condition etc
10	FY (SEMI)	Communication Skills Practical	It is the most coveted skill sought by employers.Communication skills enable students to crack job interviews,promote the company's goals,helps maintain good relationships with colleagues and clients and ensures welfare of the organization.
11	FY (SEMII)	Object Oriented Programming	It is an approach to problem solving where all computations are carried out using objects.Objects are the basic units of object-oriented programming. Once you have your objects, they can interact with each other to make something happen.Object-oriented programming aims to implement real-world entities like inheritance,
12	FY (SEMII)	Microprocessor Architecture	Detailed study of 8085 microprocessor and peripheral devices along with interrupts.
13	FY (SEMII)	Web Programming	Understanding the basic concepts of internet along with principles of web designing using languages like HTML,CSS,JavaScript and PHP.
14	FY (SEMII)	Numerical and Statistical Methods	Apply numerical methods to obtain approximate solutions to mathematical problems.. To deal with various topics like finding roots of equations, solving systems of linear algebraic equations, interpolation and regression analysis, numerical integration & differentiation, solution of differential equation, boundary value problems, solution of matrix
15	FY (SEMII)	Green Computing	to learn how to make use of computers and resourses ecofriendly
16	FY (SEMII)	Object Oriented Programming Practical	To implement basic characteristics of OOP like class,object,inheritance,polymorphism etc
17	FY (SEMII)	Microprocessor Architecture Practical	Assembly language programming and study of instruction set of 8085
18	FY (SEMII)	Web Programming Practical	designing of dynamic web pages using HTML, and JavaScript. storing and retrieval of data using php and basic queries pertaining to MySQL
19	FY (SEMII)	Numerical and Statistical Methods Practical	To provide suitable and effective methods called Numerical Methods, for obtaining approximate representative numerical results of the problems.
20	FY (SEMII)	Green Computing Practical	To prepre small project which will give information about various solutions to save environment

21	<b>SY (SEM III)</b>	Python Programming	The learning objectives of this course are: To understand why Python is a useful scripting language for developers. To learn how to design and program Python applications. To learn how to use lists, tuples, and dictionaries in Python programs.
22	<b>SY (SEM III)</b>	Data Structures	An understanding of basic data structures and its implementation. To understand the importance of data structures in context of writing efficient programs. To develop skills to apply appropriate data structures in problem solving
23	<b>SY (SEM III)</b>	Computer Networks	provide an information how the communication is establish and what are different activities performed through it
24	<b>SY (SEM III)</b>	Database Management Systems	An understanding the concepts of Database Management Systems, UML diagrams, linear algebra and transaction management along with the Query processing using the SQL and PL/SQL languages of the Oracle
25	<b>SY (SEM III)</b>	Applied Mathematics	Use integrals to formulate and solve application problems in science and engineering, Compute a given integral using the most efficient method, We view applied math as the application of mathematics to real-world problems with the dual goal of explaining observed phenomena and predicting new, as yet unobserved, phenomena.
26	<b>SY (SEM III)</b>	Python Programming Practical	To implement concepts of python like list, tuple, dictionary, GUI and database.
27	<b>SY (SEM III)</b>	Data Structures Practical	To develop skills to solve the various problems like stack, queue, link list, tree etc.
28	<b>SY (SEM III)</b>	Computer Networks Practical	provide information how to connect LAN, WAN on virtual platform.
29	<b>SY (SEM III)</b>	Database Management Systems Practical	Performing Query processing in Oracle database using the SQL language and developing structured programs embedded with SQL using PL/SQL language
30	<b>SY (SEM III)</b>	Mobile Programming Practical	To understand the basic concepts of Cordova Framework along with introduction to software tools like Git, Node.js, Android SDK, Gradle and Intel HAXM to develop basic level android applications. Demonstration of Event and Event listeners using JavaScript and HTML along with installation of different types of plugins supported by
31	<b>SY (SEM IV)</b>	Core Java	Understanding the concepts of developing the software applications by using 'Java' programming language
32	<b>SY (SEM IV)</b>	Introduction to Embedded Systems	Devices that perform specific task and 8051 microcontroller
33	<b>SY (SEM IV)</b>	Computer Oriented Statistical Techniques	The theory of Probability, and probability distributions of single and multiple random variables, The sampling theory and testing of hypothesis and making inferences, Apply the concepts of probability and distributions to some case studies, Correlate the material of one unit to the material in other units, Resolve the potential misconceptions and
34	<b>SY (SEM IV)</b>	Software Engineering	An understanding of how to build and develop the software
35	<b>SY (SEM IV)</b>	Computer Graphics and Animation	To display a picture of any size on a computer screen is a difficult process. Computer graphics are used to simplify this process. Various algorithms and techniques are used to generate graphics in computers
36	<b>SY (SEM IV)</b>	Core Java Practical	Developing the small software applications by using 'Java' programming language
37	<b>SY (SEM IV)</b>	Introduction to Embedded Systems Practical	Programming using 8051 microcontroller and simulator to build various circuits
38	<b>SY (SEM IV)</b>	Computer Oriented Statistical Techniques Practical	Study about R tools, Currently most useful software for data analytic, How to write a program and its logical condition to derive output with huge data quickly.
39	<b>SY (SEM IV)</b>	Software Engineering Practical	understanding various diagrams which are more important while developing software
40	<b>SY (SEM IV)</b>	Computer Graphics and Animation Practical	To implement computer graphics algorithms like drawing line, circle, polygon etc and animations.
41	<b>TY (SEM V)</b>	Software Project Management	identification of software project goals, scope, risks along with managing of resource, budget and time. The application of best project management practices and processes to provide a quality product to the client within the budget and time
42	<b>TY (SEM V)</b>	Internet of Things	Study of manufacturing of an IoT based product and various models, funding, PCB manufacturing & environmental ethics.
43	<b>TY (SEM V)</b>	Advanced Web Programming	Understanding the concepts of developing the software applications by using 'C#' and 'ASP.Net' languages in .Net Framework
44	<b>TY (SEM V)</b>	Artificial Intelligence	Artificial intelligence is making machines to perform a task intelligently which at present humans do better
45	<b>TY (SEM V)</b>	Enterprise Java	This comprehensive course explores a variety of modern Java frameworks and technologies that can be used for developing mission-critical complex enterprise applications. The emphasis is on use of the latest Java EE platform, its set of underlying specifications, designing and developing server-side application components. Students will learn thru having hands-on experience
46	<b>TY (SEM V)</b>	Project Dissertation	development of thesis or research project as part of undergraduate degree along with implementation and development of software project in various technologies, softwares and hardware
47	<b>TY (SEM V)</b>	Internet of Things Practical	Construction of small IoT based devices using internet, things, sensors & actuators.



48	<b>TY (SEMV)</b>	Advanced Web Programming Practical	Developing the small software applications by using 'C#' and 'ASP.Net' languages in .Net Framework
49	<b>TY (SEMV)</b>	Artificial Intelligence Practical	developing games and algorithms for problem solving, also developing knowledge base for NLP.
50	<b>TY (SEMV)</b>	Enterprise Java Practical	To Implement a data access tier to a relational database using Java Persistence API (JPA), Java Database Connectivity (JDBC) API, and variety of data modeling and access patterns. Implement synchronous and asynchronous server-side business logic using stateless and stateful session EJBs, message-driven EJBs and the EJB Timer service.
51	<b>TY (SEMVI)</b>	Software Quality Assurance	understanding and practice of monitoring the software engineering process and methods used in project to ensure proper quality of software
52	<b>TY (SEMVI)</b>	Security in Computing	Understanding of network security , hacking , monitoring and algorithms.
53	<b>TY (SEMVI)</b>	Business Intelligence	An understanding of basic concepts of Business Intelligence, data warehouse, Decision Support Systems, Data Mining and its algorithms, Neural Networking, Artificial Intelligence and Data Mining in real life areas.
54	<b>TY (SEMVI)</b>	Principles of Geographic Information Systems	GIS is a computer hardware and software system, and its connotation is a geospatial model composed of computer programs and geographic data. When a user with a certain degree of knowledge of geography uses a GIS, the data he faces is no longer meaningless, but rather abstracts the spatial data of the objective world, observing the various contents of the real-world model, obtaining procedural analysis and forecasting information for management and decision-making, which is the purpose of GIS. A simple, logical, and highly informative geographic system achieves its simulation completely by the operation of computer programs and data transformation.

Department of Master of Arts Communication and Journalism			
Programme Outcome		PO – 1: After completing two years for Master's in Communication and Journalism (MACJ) program, students would gain a thorough Knowledge in the fundamentals of Communication theories, practicals and the inner workings of the media.	
		PO – 2: The all-inclusive outlook of the course offer a number of value based and job oriented courses which ensures that students are trained thoroughly.	
Programme Specific Outcome		PSO – 3: Students will demonstrate the skills and theories studied in the assignments and projects they have undertaken.	
		PSO – 4: Students will learn interdisciplinary subjects that will enable them to specialise in a variety of careers of their choice.	
		PSO – 5: Learners will gain thorough subject skills within various disciplines of commerce, business, accounting, economics, finance, auditing and marketing.	
	Subject	<b>Course Outcome</b>	
1	MACJ (SEM I)	Communication Theory	* CO1 Students should be able to apply the communication theory in order to analyse their own communication universe, their media sphere, their social, political and economic environment, public opinion and mass culture
2	MACJ (SEM I)	Media Economics	* CO1 Students will learn how economic theories and concepts apply to all aspects of media. * CO2 Students will understand how economic forces affect the operation of media industry, explore innovation, digital multi-platform developments,
3	MACJ (SEM I)	Reporting and Editing	* CO1 The student will be able to write and edit across media platforms. * CO2 It deals with the purpose, process and technique of writing for the mass news media, and with translation skills required for news.
4	MACJ (SEM I)	Media Criticism	*CO1 The student will understand historical context and analytical tools to transform from passive consumers of media to active and critical thinkers and evaluators of mass communication and mass media. * CO2 The student will be able to develop a critique of the mass media and
5	MACJ (SEM II)	Introduction to Television Studies	* CO1 Broadly understand the television as a medium. * CO2 Will be able to critically understand the changes that the medium has undergone.
6	MACJ (SEM II)	Introduction to Film Studies	* CO1 Apply critical tools/concepts while reading/analysing a film. * CO2 Understand the formal elements of film and its relationship with viewers.
7	MACJ (SEM II)	Introduction to Media Research	* CO1 To enable students to write review of literature, research proposals and research papers. * CO2 Produce an independent research project/dissertation on a topic. *
8	MACJ (SEM II)	Ethics, Constitution & Media Laws	* CO1 The learner will have the ability to explain and analyse constitution, media laws and ethics specially in context with current issues. * CO2 The student will be able to grasp and apply the concept of ethics and draw a connection between ethics, law and the Constitution.
9	MACJ (SEM III)	Culture studies and Media	* CO1 Students will grasp the changing culture in the pattern of mass media as well as its simultaneous effects on culture. * CO2 Students will be able to assess the popularity of media as well as the new challenges that culture represents in the post-modern world of media.
10	MACJ (SEM III)	Media Advocacy	* CO1 Students will understand all the concepts and methods of advocacy * CO2 Students will be able to conceive and execute a media advocacy campaign.

11	MACJ (SEM III)	Digital Media Marketing	* CO1 The student will be familiarised with the history and evolution of digital communications. * CO2 Students will be able to explore the latest trends in digital marketing, and will be able to execute some of the best practices for crafting and disseminating marketing messages for digital platforms.
12	MACJ (SEM III)	Basic Indian Sign Language	* CO1 The student will gain basic knowledge of what is Indian Sign Language. * CO2 The student will be able to interpret a basic level and communicate with a persons who are Deaf with confidence in communication.
13	MACJ (SEM III)	Political Communication	* CO1 Students will understand different aspects of political communication. * CO2 Students will explore the role of media, the public, the State with specific reference to the Indian scenario.
14	MACJ (SEM IV)	Social Science Research Design	* CO1 Broadly understand the significance of social science research and would develop a critical understanding of issues in the media. * CO2 Produce an independent research project/dissertation on a topic.
15	MACJ (SEM IV)	Perspectives on Communication	* CO1 Have a firm grasp on various perspectives on communication. * CO2 View the mass media as through theorisation of a culmination of approaches.
16	MACJ (SEM IV)	Dissertation	* CO1 To adhere to and apply the rules of producing a theoretically body of reserach. * CO2 To be able to defend the thesis during the viva examination.

Department of Masters of Commerce			
1	Programme Outcome		PO – 1 For those specializing in accounting, this course focuses on acquainting students with the accounting concepts, tools and techniques for managerial decisions. While it is a mandatory qualification required for appearing in specific professional exams it is also a gateway to higher studies and research or doctorate level
			PO – 2 For those specializing in management, this course focuses on acquainting students with the management and marketing concepts, tools and techniques for managerial decisions. While it is a mandatory qualification required for appearing in specific professional exams it is also a gateway to higher studies and research or doctorate level
1	Programme Specific Outcome		PSO – 1 It facilitates understanding of the conceptual framework of marketing and environmental constraints for management students.
			PSO – 2 It also aims at imparting basic understanding of the research methodology to provide an insight into the application of modern analytical tools and techniques in various aspects of business.
SR.NO	YEAR AND SEMESTER	Subject	Course Outcome
1	MCOM SEM I	Strategic Management	<ol style="list-style-type: none"> <li>1. To enable the learners to understand new forms of Strategic Management concepts and their use in business.</li> <li>2. To acquaint the learners with recent developments and trends in the business corporate world.</li> <li>3. To develop learning and analytical skills of the learners to enable them to solve cases and to provide strategic solutions</li> <li>4. To provide information pertaining to Business, Corporate and Global Reforms</li> </ol>
2	MCOM SEM I	Economics for Business Decisions	<ol style="list-style-type: none"> <li>1. This course is designed to equip the students with basic tools of economic theory and its practical applications</li> <li>2. The course aims at familiarising the students with the understanding of the economic aspects of current affairs and thereby prepares them to analyse the market behaviour with economic way of thinking</li> <li>3. In addition to providing an insight into application of economic principles in business decisions, it also intends to widen analytical ability of the students and to provide them a foundation for further study of economics.</li> <li>4. In order to make the study practical oriented, the paper requires discussion of some cases involving the use of concepts of business economics</li> </ol>
3	MCOM SEM I	Cost and Management Accounting	<ol style="list-style-type: none"> <li>1. To enhance the abilities of learners to develop the concept of Cost and management accounting and its significance in the business.</li> <li>2. To enable the learners to understand, develop and apply the techniques of costing in the decision making in the business corporates</li> <li>3. To enable the learners in understanding, developing, preparing and presenting the financial report in the business corporates</li> </ol>
4	MCOM SEM I	Business Ethics and Corporate Social Responsibility	<ol style="list-style-type: none"> <li>1. To familiarize the learners with the concept and relevance of Business Ethics in the modern era</li> <li>2. To enable learners to understand the scope and complexity of Corporate Social responsibility in the global and Indian context</li> </ol>
5	MCOM SEM II	Research Methodology for Business	<ol style="list-style-type: none"> <li>1. To enhance the abilities of learners to undertake research in business &amp; social sciences</li> <li>2. To enable the learners to understand, develop and apply the fundamental skills in formulating research problems</li> <li>3. To enable the learners in understanding and developing the most appropriate methodology for their research</li> <li>4. To make the learners familiar with the basic statistical tools and techniques applicable for research</li> </ol>
6	MCOM SEM II	Macro Economic Concepts and Applications	<ol style="list-style-type: none"> <li>1. The heavily application-oriented nature of macroeconomics course is introduced in order to enable the learners to grasp fully the theoretical rationale behind policies at the country as well as corporate level</li> <li>2. This course the learners to receive a firm grounding on the basic macroeconomic concepts that strengthen analysis of crucial economic policies</li> <li>3. Learners are expected to regularly read suggested current readings and related articles in the dailies and journals are analysed class rooms</li> </ol>

7	<b>MCOM SEM II</b>	Corporate Finance	<ol style="list-style-type: none"> <li>1. To enhance the abilities of learners to develop the objectives of Financial Management</li> <li>2. To enable the learners to understand, develop and apply the techniques of investment in the financial decision making in the business corporates</li> <li>3. To enhance the abilities of learners to analyse the financial statements</li> </ol>
8	<b>MCOM SEM II</b>	E-Commerce	<ol style="list-style-type: none"> <li>1. To provide an analytical framework to understand the emerging world of e-commerce</li> <li>2. To make the learners familiar with current challenges and issues in e-commerce</li> <li>3. To develop the understanding of the learners towards various business models</li> <li>4. To enable to understand the Web- based Commerce and equip the learners to assess e-commerce requirements of a business</li> <li>5. To develop understanding of learners relating to Legal and Regulatory Environment and Security issues of E-commerce</li> </ol>
9	<b>MCOM SEM III</b>	Advanced Financial Accounting	<ol style="list-style-type: none"> <li>1. To make student understand about the Financial Statement of Banking Company.</li> <li>2. To make student understand about the Financial Statement of Insurance Company.</li> <li>3. To understand the concept of foreign Currency Conversion</li> <li>4. To gain the practical knowledge of how to prepare co-operative society accounts.</li> </ol>
10	<b>MCOM SEM III</b>	Direct Tax	<ol style="list-style-type: none"> <li>1. The objective of this course is to make students understand the Basic Concepts and Definitions under section 2 of the Income Tax Act 1961 .</li> <li>2. To make the students learn and understand the different Heads of Income- Salary, House Property, Business and Profession Gain, Capital Gain and other sources.</li> <li>3. To help the students to understand the Deductions available under income Tax Act 1961 .</li> <li>4. To make students understand the way to calculate total income of the Assessee when combination of different heads and Deductions are given in a sums.</li> </ol>
11	<b>MCOM SEM III</b>	Advanced Auditing	<ol style="list-style-type: none"> <li>1. To Understand the Practical Knowledge of Company Audit.</li> <li>2. To Make the students aware about the special Audits</li> <li>3. To Make the students aware of the Audit with the help of using technologies.</li> </ol>
12	<b>MCOM SEM III</b>	HRM	<ol style="list-style-type: none"> <li>1. To understand how to manage, plan and recruit human resources</li> <li>2. To understand how important training , development, appraisal and career development for succession planning</li> <li>3. To develop knowledge regarding labour legislation</li> <li>4. To study emerging issues in HRM</li> </ol>
13	<b>MCOM SEM III</b>	Entrepreneurial Management	<ol style="list-style-type: none"> <li>1. To enumerate the Concept, meaning and definition of entrepreneur and entrepreneurship.</li> <li>2. understand Entrepreneurial Project Development.</li> <li>3. To develop an insight into the Legal Considerations for different forms of organization Cultural and Environmental Issues in setting up of business enterprise.</li> <li>4. To learn about Entrepreneurship Development Programme and Risk Management</li> </ol>
14	<b>MCOM SEM III</b>	Marketing strategies and Practices	<ol style="list-style-type: none"> <li>1. To understand the concept of marketing strategies</li> <li>2. To understand the concept of market environment</li> <li>3. To study recent trends in Marketing strategies</li> </ol>
15	<b>MCOM SEM IV</b>	Corporate Financial Accounting	<ol style="list-style-type: none"> <li>1. To make student understand about the concept of IFRS.</li> <li>2. To make student understand about the concept of Accounting Standards.</li> <li>3. To make students understand about concept Valuation of Goodwill and shares at the time of amalgamation.</li> <li>4. To make student aware about the consolidated financial statements.</li> <li>5. To make student understand about the concept of Directors Report ,CARO, Auditors duties and Responsibilities.</li> </ol>
16	<b>MCOM SEM IV</b>	Indirect Tax – Introduction of Goods and Service Tax	<ol style="list-style-type: none"> <li>1. To provide Knowledge about Indirect Taxation system (Goods and Service Tax)</li> <li>2. To make students understand the Basics of Indirect Taxation and different definitions under GST law.</li> <li>3. In-depth knowledge about the Levy and Collection of Tax</li> <li>4. Insights of all the concepts of Supply, Place of Supply, Time of Supply and Value of Supply.</li> <li>5. Documentation in GST with respect to Tax Invoices, Credit and Debit notes</li> <li>6. Calculation of Input Tax Credit and Computation of GST.</li> <li>7. To familiarise the students with the different provisions of Registration under GST Law</li> </ol>
17	<b>MCOM SEM IV</b>	Financial Management	<ol style="list-style-type: none"> <li>1. To Understand the concept of financial management</li> <li>2. To Understand the strategies while taking decision regarding investment</li> <li>3. To Understand the theories of working capital management.</li> <li>4. To gain the knowledge of financial planning , financial policy and corporate strategies</li> </ol>

18	<b>MCOM SEM IV</b>	Supply chain management and logistic	<p>1.To give students understanding of basic concepts of logistics</p> <p>2.To help students understand the changing scenarios of logistics management</p> <p>3.To give an overview of supply chains in markets</p> <p>4. To help students understand various logistical and supply chain networks</p>
19	<b>MCOM SEM IV</b>	Advtising and sales management	<p>1) To understand the concept and facets of advertising and it's relationship with an ad agency and the media.</p> <p>2) To recognise the socio-economic impact of advertising and the need for ethical practitioners.</p> <p>3) To sensitize the students about professional courses and careers in the field of advertising.</p> <p>4) To give an overview of the various aspects of sales management.</p>
20	<b>MCOM SEM IV</b>	Retail Management	<p>1) To provide insights into all the functional areas of retailing.</p> <p>2) To give a perspective of the Indian retailing scenario.</p> <p>3) To understand the promotional strategies used by successful retailers in today's global economy.</p> <p>4) To realise the growing importance of HR in retail and how they contribute to the customer's shopping experience and the success of the business.</p> <p>5) To understand the importance of retail location and general concepts of merchandising.</p>

## Department of Bachelor of Commerce

<b>Department of Bachelor of Commerce</b>		
<b>Programme Outcome</b>		<p>PO – 1: After completing three years for Bachelors in Commerce (B.Com) program, students would gain a thorough Knowledge in the fundamentals of Commerce and Finance.</p> <p>PO – 2: The commerce and finance focused curriculum offers a number of specializations and practical exposures which would equip the student to face the modern-day challenges in commerce and business.</p> <p>PO – 3: The all-inclusive outlook of the course offer a number of value based and job oriented courses which ensures that students are trained thoroughly.</p>
<b>Programme Specific Outcome</b>		<p>PSO – 1: Students will be able to demonstrate progressive learning of various tax issues related to individuals. Students will be able to demonstrate knowledge in setting up a computerized set of accounting books.</p> <p>PSO – 2: Students will demonstrate the role of accounting in society and business.</p> <p>PSO – 3: Students will learn relevant financial accounting and managerial accounting career skills, applying both quantitative and qualitative knowledge to their future careers in business.</p> <p>PSO – 4: Learners will gain thorough subject skills within various disciplines of commerce, business, accounting, economics, finance, auditing and marketing.</p> <p>PSO – 5: Learners will be able to recognise features and roles of businessmen, entrepreneur, managers, consultant, which will help learners to possess knowledge and other soft skills and to react aptly when confronted with critical decision making.</p>
	<b>Subject</b>	<b>Course Outcome</b>
1	FY (SEM I) Commerce - I	<p>1.This course imparts the basic knowledge of setting business unit as an entrepreneur and also familiarize the learners with current trends in business &amp; services.</p> <p>2.It also helps student to understand fundamentals of services and its various strategies</p>
2	FY (SEM I) Business Economics Paper – I	<p>1.Course focuses on micro economic concepts such as demand, supply, price, elasticity of demand, etc.</p> <p>2.It helps the students to understand the functional relationship between economic variables and their application to carryout business transactions.</p> <p>3. The concepts like Production Functions make the students aware about least cost combination inputs to enjoy long run returns.</p> <p>4.The cost analysis gives them a clear picture about the different costs and how to minimise them for raising profitability.</p>
3	FY (SEM I) Accountancy & Financial Management Paper -I	<p>1.Course is about learning how to prepare financial statements of manufacturing concern in accordance with appropriate accounting standards, 2.how to value inventories,</p> <p>3.how to prepare accounting informations for planning, control and for the evaluation of departmental stores , hire purchase accounting transactions</p>
4	FY (SEM I) Foundation Course Paper – I	<p>1. to make students aware of the diversified nature of Indian society and disparities issues to think about ways by which these problems can be minimised, managed or solved</p> <p>2. to understand the nature and significance of Indian constitution and Fundamental Duties to become responsible citizens</p> <p>3. to reflect on values that we need to make our lives meaningful and responsible humans</p> <p>4. to understand the significant political processes to cultivate politically responsible behaviour</p>
5	FY (SEM I) Mathematical & Statistical Techniques – I	<p>1.The main objective of this course is to introduce mathematics and statistics to undergraduate students of commerce, so that they can use them in the field of commerce and industry to solve the real life problems.</p>

6	<b>FY (SEM I)</b>	Business Communication – I	1.After successful completion of the course, the learner should be able to enhance his/her listening, speaking, reading and writing skills to meet the challenges of the world.
7	<b>FY (SEM I)</b>	Enviornmental Studies – I	1. Describe concepts of Environment, Ecosystem 2. Identify types of resources,factors influencing resource utilisation and importance of Resource Conservation 3. Discuss population explosion in the world and in India and arising concerns. 4. Write down Demographic Transition Theory 5. Describe concept of Urbanisation, Urban Heat Islands and Sustainable Cities 6. Identify problems of Migration 7. Reading of Thematic Maps and Map filling
8	<b>FY (SEM II)</b>	Commerce - II	
9	<b>FY (SEM II)</b>	Business Economics Paper – II	1.It covers different market structures to impart knowledge in relation to the working and prevailing conditions in the different types of markets In case of oligopoly, the students are made aware of price rigidity of a product. Information regarding different cost pricing. 2. helps the students to understand the practical business world. Capital Budget pertains to balanced investment decisions.
10	<b>FY (SEM II)</b>	Accountancy & Financial Management Paper -II	1.Course is about learning how to convert incomplete records in double entry system, learning preparation of branch account, consignment accounts and calculating fire insurance claim.
11	<b>FY (SEM II)</b>	Foundation Course Paper – II	1. to make students understand the developmental processes and their impact on society 2. to make students aware about the relevance of Human Rights and Fundamental Rights for better human life 3. To develop understanding about environment, development with sustainalibity and quality of human life 4. To help students to deal with stress, conflict, prejudice, aggression and self actualization for healthy personality
12	<b>FY (SEM II)</b>	Mathematical & Statistical Techniques – II	1.The main objective of this course is to introduce mathematics and statistics to undergraduate students of commerce, so that they can use them in the field of commerce and industry to solve the real life problems.
13	<b>FY (SEM II)</b>	Business Communication – II	1.After successful completion of the course, the learner should be able to enhance his/her listening, speaking, reading and writing skills to meet the challenges of the world.
14	<b>FY (SEM II)</b>	Enviornmental Studies – II	1. Classify types and sources of Solid Waste and realise the role of citizens in Waste Management in Urban and Rural areas. 2. Identify environmental problems associated with Industries like Global warming, Acid Rain , etc. 3. Describe need for Sustainable Industrial practices. 4. Discuss Tourism, Consequences of Tourism and Ecotourism 5. Write down the major Environmental Movements in India. 6. Discuss concept of Carbon Bank , Carbon Credit and Ecological Footprint. 7. Map Filling of Environmentally significant features of Konkan and Mumbai
15	<b>SY (SEM III)</b>	Commerce III	Upon completion of the course, students will be able to have clear understanding of 1. Managerial functions like planning, and have same basic knowledge on international aspect of management and Demonstrate the ability to directing ,leadership and communicate effectively .2. To provide idea about motivation, importance of communication and Principles of coordination.
16	<b>SY (SEM III)</b>	Business Economics Paper – III	1.The course content is macro economic theory. Macro economic variables are essential to learn such as National Income concepts including Green GNP. 2. The topic - Business Cycle makes the students aware of factors influencing fluctuations in business. Say's Law of Market teaches that how free economy results in full employment equilibrium. Keynesian Economics explains 3.The different means to boost economic growth. The knowledge of Money Supply, Demand for money and Inflation makes the students vigilant about monetary problems (if any)



17	<b>SY (SEM III)</b>	Accountancy & Financial Management Paper – III	Course basically speaks about Accountancy of Partnership Firm. It includes topics like on account of dissolution how firm may distribute capitals among partners, if two firms get amalgamated then how to do accounting of the same, final accounts of Partnership Firm and how firm can be converted to Limited Liability Company. So it gives good overview of Partnership Accounting to students.
18	<b>SY (SEM III)</b>	Foundation Course Paper – III	<ol style="list-style-type: none"> <li>1. to develop a basic understanding about human rights violations</li> <li>2. to gain an overview of disaster management</li> <li>3. appreciate the importance of scientific and technological development</li> <li>4. to develop soft skills for effective communication</li> </ol>
19	<b>SY (SEM III)</b>	Business Law – I	<ol style="list-style-type: none"> <li>1.The course provides the fundamental legal understanding pertaining to contract.</li> <li>2. It also futher helps to study special contract.</li> <li>3.The syllabus also focuses on provisions and rules about sale of goods and negotiable instruments.</li> </ol>
20	<b>SY (SEM III)</b>	Financial Accounting and Auditing - Introduction to Management Accounting	<ol style="list-style-type: none"> <li>1.Course is about learning analysing financial performanc of the comapny by analysing ratios and financial statemnts,</li> <li>2.it also includes how to clculate working capitl requirements and how to take decisions regarding capital budgeintg</li> </ol>
21	<b>SY (SEM IV)</b>	Commerce IV	<ol style="list-style-type: none"> <li>1. To develop knowledge about evolution of management thoughts</li> <li>2.To better understanding of planning and decision making</li> <li>3.. To give an idea about organisation structure and different types of organisation</li> </ol>
22	<b>SY (SEM IV)</b>	Business Economics Paper – IV	<ol style="list-style-type: none"> <li>1.The paper "Public Finance" creates a lot of interest among the students as it is related to government financial activities.</li> <li>2.The taxation and public expenditure policies open the platform for discussions for their respective pros and cons.</li> <li>3. The budget, types of budget and budget deficits impart practical information to understand governmental activities.</li> <li>4.The FRBM Act and Fiscal Federalism are comprehensible topics covered in this paper.</li> </ol>
23	<b>SY (SEM IV)</b>	Accountancy & Financial Management Paper – IV	<ol style="list-style-type: none"> <li>1.Course introduces, concept of Company and its accounting. firstly it talks about diffrent type of companies under Companies Act,</li> <li>2. how share capital is generated. type of shares and borrowed capital. issue of shares and debentures. Redemption of Preference Shares and Debentures.</li> <li>3.It t also speaks about if firm is converted into company then how to deal with Pre &amp; Post Incorporation Profit.</li> </ol>
24	<b>SY (SEM IV)</b>	Foundation Course Paper – IV	<ol style="list-style-type: none"> <li>1. to develop understanding about Rights of Citizens</li> <li>2. to make aware about ecological approaches</li> <li>3. appreciate relevance of the modern technologies</li> <li>4. to gain an overview of competitive exams and skills required to address competition in career choices</li> </ol>
25	<b>SY (SEM IV)</b>	Business Law – II	The syllabus is very comprehensive from Companies Act point. It deals with matters relating to incorporation, formation, working and management of a company. Partnership Act and LLP Act provides an in depth information about various facets of these forms of organisation. The Competition and Consumer Protection Act delas with the practical aspects relating to competiton and consumer dispute redressal respectively. The syllabus being wide and detailed also focuses on intellectual property rights dealing with patents, trademark and copyright.
26	<b>SY (SEM IV)</b>	Advertising – II	<ol style="list-style-type: none"> <li>1. To provide knowlegde regarding the different types of media used for advertising a product, service and idea effectively.</li> <li>2. To make the students understand as to how does an advertising agency plan advertising campaign.</li> <li>3. To imbibe the importance the creativity and to make students realise that how and why creativity is considered to be the heart and soul of advertising.</li> <li>4. To guide the students as to how an advertising is planned, prepared, executed and evaluated.</li> </ol>

27	<b>SY (SEM IV)</b>	Financial Accounting and Auditing - Auditing	<p>1) Applying auditing concepts to evaluate the conformity of financial statements with appropriate auditing standards.</p> <p>2) Course is all about learning how to design an audit programme to frame the various elements of planning, testing and reporting phases of an audit in the context of the overall audit objective, engagement, risk assessment, vouching of expenses, incomes, verification of assets &amp; liabilities, and internal controls.</p>
28	<b>TY (SEM V)</b>	MHRM – I	<p>1. On successful completion of this course the students get the basic understanding of various marketing concepts. Students will be able to understand the dynamics of marketing in business.</p> <p>2. Apply the theoretical marketing concepts to the practical situations. Demonstrate the ability to carry out a market research project.</p> <p>To communicate unique marketing mixes and selling propositions for specific products.</p>
29	<b>TY (SEM V)</b>	Business Economics Paper – V	<p>1. The paper is titled as Macro Economic Aspects Of India. It provides detailed information about the working of the Indian Economy.</p> <p>2. It also deals with ongoing economic policies such as Skill India, Make In India, FDI, Health Policies, etc. which in turn creates interests among the students to learn recent policies.</p> <p>3. The knowledge of trends in Banking, Insurance, money and capital markets makes the students abreast of recent developments.</p>
30	<b>TY (SEM V)</b>	Financial Accounting and Auditing VII - Financial Accounting	<p>1. Course mainly devoted to Company Accounts. Here knowledge of format of Company Balance Sheet is very important. Basically it covers topics like Personal Investment Accounting.</p> <p>2. If company resorts to Internal Reconstruction if it is suffering from continuous losses. Buy Back of Shares, Company Final Accounts and ethics to be followed by Accountants. So good knowledge about Company accounts gets imparted.</p>
31	<b>TY (SEM V)</b>	Export Marketing – I	<p>1. As a ability enhancement course, objectives are pinpointed. Growing needs and importance of exports for our country has been considered.</p> <p>2. Utmost importance has been given for younger generation who are pursuing their degree course, to have an insight in the field of exports.</p>
32	<b>TY (SEM V)</b>	Computer Systems & Applications – I	<p>1. Learning the basic concepts pertaining to e-commerce. Demonstrating advanced concepts of MS Excel that includes using of various formulae and operators.</p> <p>2. The demonstration of advanced MS Excel functions and data analysis options.</p> <p>3. Learning the basic concepts of visual basic programming language.</p>
33	<b>TY (SEM V)</b>	Direct & Indirect Taxes – I	<p>1. The objective of this course is to make students understand the Basic Concepts and Definitions under section 2 of the Income Tax Act 1961 .</p> <p>2. To make the students learn and understand the different Heads of Income- Salary, House Property, Business and Profession Gain, Capital Gain and other sources.</p> <p>3. To help the students to understand the Deductions available under income Tax Act 1961 .</p> <p>4. To make students understand the way to calculate total income of the Assessee when combination of different heads and Deductions are given in a sums.</p>
34	<b>TY (SEM VI)</b>	MHRM II	<p>1. To provide an idea about HRD, its concepts and its functions.</p> <p>2. To enable the students to understand training and development and various life skills.</p> <p>3. To create an awareness regarding human resource audit.</p> <p>4. To make them understand organizational development and different techniques in OD.</p> <p>5. To develop competence in HRD.</p>
35	<b>TY (SEM VI)</b>	Business Economics Paper – VI	<p>1. The paper "Industrial Trade" covers the various theories of international trade, highlighting the reasons to carry out foreign trade.</p> <p>2. Topics like International Economic Associations including WTO, Foreign Exchange Market, Balance of Payments and Currency Transaction interests the students to understand financial transactions between the countries.</p>

36	<b>TY (SEMVI)</b>	Financial Accounting and Auditing IX - Financial Accounting	<p>1.In this semester also in this course, focus is on Company Accounts which mainly deals with accounting of Foreign Currency Transactions, Amalgamation of Companies, if company gets liquidated then accounting for it, if for public issue company has appointed</p> <p>2.Underwriter then his liability and commission and finally final accounts of LLP. So it gives good coverage to important aspect as far as company accounts is concerned.</p>
37	<b>TY (SEMVI)</b>	Export Marketing – II	<p>1.As a ability enhancement course,objectives are pinpointed growing needs and importance of exports for our country has been considered.</p> <p>2.Utmost importance has been given for younger generation who are pursuing their degree course,to have an insight in the field of exports.</p>
38	<b>TY (SEMVI)</b>	Computer Systems & Applications – II	<p>1.learning the basic concepts pertaining to e-commerce. demonstrating advanced concepts of MS Excel that includes using of various formulae and operators.</p> <p>2.The demonstration of advanced MS Excel functions and data analysis options. Learning the basic concepts of visual basic programming language</p>
39	<b>TY (SEMVI)</b>	Direct & Indirect Taxes – II	<p>1.To provide Knowledge about Indirect Taxation system(Goods and Service Tax)</p> <p>2. To make students understand the Basics of Indirect Taxation and different definitions under GST law.</p> <p>3. Indepth knowledge about the Levy and Collection of Tax</p> <p>4. Insights of all the concepts of Supply, Place of Supply, Time of Supply and Value of Supply.</p> <p>5. Documentation in GST with respect to Tax Invoices, Credit and Debit notes</p> <p>6. Calculation of Input Tax Credit and Computation of GST. 7. To familiarise the students with the different provisions of Registration under GST Law</p>

## Department of Bachelor of Financial Markets

1	<b>Programme Outcome</b>		PO-After completing BFM, students can go for higher studies in the same field and can apply for CFP, CFA, CWM, etc.
1	<b>Programme Specific Outcome</b>		<p>PSO – 1.The course focuses on specialization subjects like Equity Markets, Debt Markets, Commodity</p> <p>PSO – 2.The course focuses on Markets, Money Markets, Foreign Exchange Markets, Mutual Fund, Technical Analysis, Financial</p> <p>PSO – 3.The course focuses on Derivatives, Equity Research, Risk Management, Venture Capital &amp; Private Equity, Corporate Finance, etc.</p>
SR.NO	<b>YEAR AND SEMESTER</b>	<b>Subject</b>	<b>Course Outcome</b>
1	<b>FY (SEMI)</b>	Financial Accounting – I	<p>(1) To understand basic principles of financial accounting</p> <p>(2) To understanding of a partnership final account</p> <p>(3) To understand different Depreciation Methods Accounting</p> <p>(4) To know preparation of Final Accounts of a Manufacturing concern</p>
2	<b>FY (SEMI)</b>	Introduction to Financial system	<p>1.To understand the Indian Financial System</p> <p>2. Various Components of Indian Financial System.</p> <p>3. Role of Regulators in Indian Financial System</p>
3	<b>FY (SEMI)</b>	Business Mathematics	<p>1. To understand the basic concepts of Mathematics.</p> <p>2. To have a proper understanding of mathematical applications in Economics, Finance, Commerce and Management .</p>
4	<b>FY (SEMI)</b>	Business Communication – I	<p>1. Learning the reach of Communication through different channels, methods, and modes.</p> <p>2. Understanding the Barriers to communication and overcome it through developing different skills</p>
5	<b>FY (SEMI)</b>	Foundation Course – I	<p>1. to make students aware of the diversified nature of Indian society and disparities issues to think about ways by which these problems can be minimised, managed or solved</p> <p>2. to understand the nature and significance of Indian constitution and Fundamental Duties to become responsible citizens</p> <p>3. to reflect on values that we need to make our lives meaningful and responsible humans</p> <p>4. to understand the significant political processes to cultivate politically responsible behaviour</p>
6	<b>FY (SEMI)</b>	Business Environment	<p>1. To understand various aspects of business</p> <p>2. to understand various aspect of Environment</p> <p>3.making student aware on CSR and Ethics</p> <p>4. To understand strategies of global business.</p>
7	<b>FY (SEMI)</b>	Business Economics – I	<p>1. Correlate the various aspects with the current situation of the economy.</p> <p>2. Distinguish between the benefits and adverse effects of various variable on the economies.</p> <p>3. Relevance of the past theory and its importance in present scenario.</p>
8	<b>FY (SEMII)</b>	Financial Accounting – II	<p>(1) To understand guidelines of issue of shares</p> <p>(2) To understand the guidelines of buyback and redemptions of shares</p> <p>(3) To understand procedure of investment accounting</p> <p>(4) To know the how to prepare final accounts as per schedule III.</p>
9	<b>FY (SEMII)</b>	Principles of Management	<p>1. Develop Understanding on how managers perform their job effectively</p> <p>2.Understanding various contribution of management authors and thinkers</p> <p>3. Understanding Implication of various concepts and elements of management</p> <p>4. understanding leadership styles and motivation theories in details</p>
10	<b>FY (SEMII)</b>	Business Statistics	<p>1.Challenge the student to understand how to process and interpret information to arrive at logical conclusions to common business math applications.</p> <p>2.Understand the important role math plays in all facets of the business world.</p>
11	<b>FY (SEMII)</b>	Business Communication – II	<p>1. Understanding the Importance of Presentation and learning Graphics, PPT to implement it.</p> <p>2. Developing Group Communication through Group Discussion and Interviews.</p> <p>3. Developing the skill of Business Correspondence</p> <p>4. Widening the scope of writing skills through different Reports Writing</p>

12	<b>FY (SEM II)</b>	Foundation Course – II	<ol style="list-style-type: none"> <li>1. to make students understand the developmental processes and their impact on society</li> <li>2. to make students aware about the relevance of Human Rights and Fundamental Rights for better human life</li> <li>3. To develop understanding about environment, development with sustainability and quality of human life</li> <li>4. To help students to deal with stress, conflict, prejudice, aggression and self actualization for healthy personality</li> </ol>
13	<b>FY (SEM II)</b>	Environment Science	<ol style="list-style-type: none"> <li>1. To create awareness about the environment</li> <li>2. To inculcate sense of responsibility towards environment</li> <li>3. To give information about the environment</li> <li>4. To show in detail every aspect of our existence</li> </ol>
14	<b>FY (SEM II)</b>	Computer Skills – I	<ol style="list-style-type: none"> <li>1. To widen the scope of the learner in understanding computer hardware and software.</li> <li>2. Understanding the various features and versions of windows.</li> <li>3. To develop an inclination towards usage of Internet</li> </ol>
15	<b>SY (SEM III)</b>	Debt Markets -1	<ol style="list-style-type: none"> <li>1. To introduce the learners to the Debt Markets</li> <li>2. To develop an understanding of the various instruments in the market</li> <li>3. To familiarize the learners with the concepts of valuation of bonds</li> </ol>
16	<b>SY (SEM III)</b>	Equity Markets-1	<ol style="list-style-type: none"> <li>1. To familiarize students with the working of stock market</li> <li>2. To give them practical approach towards Trading</li> <li>3. To inculcate habit of investment</li> <li>4. To familiarize concepts, origin and revolution of Stock exchange and market in India</li> </ol>
17	<b>SY (SEM III)</b>	Commodities Markets	<ol style="list-style-type: none"> <li>1. To study the dynamics of commodity markets</li> <li>2. To understand the structure and working of commodity markets</li> <li>3. To examine price discovery and price volatility in the commodity futures market</li> <li>4. To examine the relations between the futures and spot prices of commodities</li> </ol>
18	<b>SY (SEM III)</b>	Business Law – 1	<ol style="list-style-type: none"> <li>1. The objective of this course is to make students understand the Basic essential's of Indian Contract Act 1872, Principles with regard to the formation of Contract.</li> <li>2. To make the students learn the Special laws relating to contract of indemnity, guarantee, bailment, pledge and agency.</li> <li>3. To help the students to understand the Negotiable Instruments Act 1881 and Consumer Protection Act, 1986.</li> <li>4. To make students understand the way to read the section in law, simple and practical example's are used so that students can understand that Rules and Regulations formed by Govt. are to be followed by everyone and in case of default action and penalties may be imposed.</li> </ol>
19	<b>SY (SEM III)</b>	Foundation Course in Financial Markets FC III – Money Market	<ol style="list-style-type: none"> <li>1. Help student to develop understanding on Money market.</li> <li>2. To understand various traditional and modern instrument of Money Market.</li> <li>3. To understand recent trends on money market mutual fund.</li> </ol>
20	<b>SY (SEM III)</b>	Management Accounting	<ol style="list-style-type: none"> <li>1. To understand Branch of Accounting called "Management Accountancy".</li> <li>2. To understand Vertical Form of Financial Statements.</li> <li>3. To Study different forms of Analysis of Statements namely, Common size Statement, Comparative Statement, Trend Analysis, Ratio Analysis.</li> <li>4. To study Cash Flow Statement.</li> <li>5. Finally, Study of Working Capital Management for day today business operations.</li> </ol>
21	<b>SY (SEM III)</b>	Computer Skills – 2	<ol style="list-style-type: none"> <li>1. To enhance the practical knowledge on advance spreadsheet as its an essential tool for business and accounting.</li> <li>2. To develop awareness of the database management system concept.</li> </ol>
22	<b>SY (SEM IV)</b>	Debt Markets -2	<ol style="list-style-type: none"> <li>1. To develop an insight into the Debt Market Operations</li> <li>2. To enhance their knowledge about pricing &amp; valuation techniques</li> <li>3. To familiarize the learners with the concepts of Bond Yields</li> <li>4. To enhance their knowledge about bond portfolio management strategies</li> </ol>
23	<b>SY (SEM IV)</b>	Equity Markets-2	<ol style="list-style-type: none"> <li>1. To develop knowledge into equities.</li> <li>2. to understand Volatility and valuation of shares</li> <li>3. To understand various models of risk</li> <li>4. understanding roles of SEBI in capital market</li> </ol>
24	<b>SY (SEM IV)</b>	Commodities Derivatives	<ol style="list-style-type: none"> <li>1. To study the dynamics of commodity markets</li> <li>2. To understand the structure and working of commodity markets</li> <li>3. To examine price discovery and price volatility in the commodity futures market</li> <li>4. To examine the relations between the futures and spot prices of commodities</li> </ol>

25	<b>SY (SEM IV)</b>	Business Law – 2	<p>The objective of this course is to make students understand the Basic essential's of Indian</p> <ol style="list-style-type: none"> <li>1.Contract Act 1872, Principles with regard to the formation of Contract.</li> <li>2. To make the students learn the Special laws relating to contract of indemnity, guarantee, bailment, pledge and agency.</li> <li>3. To help the students to understand the Negotiable Instruments Act 1881 and Consumer Protection Act, 1986.</li> <li>4. To make students understand the way to read the section in law, simple and practical example's are used so that students can understand that Rules and Regulations formed by Govt. are to be followed by everyone and in case of default action and penalties may be imposed.</li> </ol>
26	<b>SY (SEM IV)</b>	Foundation Course in Financial Markets FC IV– Foreign Exchange Markets	<ol style="list-style-type: none"> <li>1.To understand the Structure and Participants in Forex market.</li> <li>2. To study Exchange rate system in India.</li> <li>3 To understand Risk management techniques in Forex market.</li> <li>4. Practical aspects in Forex Market</li> </ol>
27	<b>SY (SEM IV)</b>	Corporate Finance	<ol style="list-style-type: none"> <li>1. To understand the world of Corporate Finance at Basic level.</li> <li>2. To study the Theories of Capitalisation, Cost of Own &amp; Borrowed Capital.</li> <li>3. To study Capital Structure &amp; Capital Budgeting.</li> <li>4. To understand Sources &amp; Methods of Raising Corporate Finance.</li> </ol>
28	<b>SY (SEM IV)</b>	Business Economics -2	<ol style="list-style-type: none"> <li>1. Overall Knowledge about the economy</li> <li>2. Subject topic and its relation with real world situation.</li> <li>3. Indepth knowledge about the subject</li> <li>4. Insights of all the concepts and Socio- Economic Variables of the Economy.</li> </ol>
29	<b>TY (SEM V)</b>	Marketing in Financial Services	<ol style="list-style-type: none"> <li>1. Understanding of the Service sector and STP model.</li> <li>2. Understanding of Financial Services , their promotion and distribution.</li> <li>3. Indepth understanding of the seven Ps of Service sector and</li> <li>4. Understanding of the new trends in financial service sector.</li> </ol>
30	<b>TY (SEM V)</b>	Technical Analysis	<ol style="list-style-type: none"> <li>1. Understanding Theory and Practical aspects of Technical Analysis</li> <li>2. Understanding of Various Charts, Patterns, Trends, Indicators and Theories used in Technical Analysis</li> <li>3. Study of risk management and Day Trading concepts in detail</li> </ol>
31	<b>TY (SEM V)</b>	Equity Research	<ol style="list-style-type: none"> <li>1.To study the objectives and importance of research in financial markets.</li> <li>2.To study and analyze equity for holding, buy or sell decisions</li> <li>3.To understand the approaches to analyzing stock</li> </ol>
32	<b>TY (SEM V)</b>	Direct Tax- Income Tax	<ol style="list-style-type: none"> <li>1. The objective of this course is to make students understand the Basic Concepts and Definitions under section 2 of the Income Tax Act 1961 .</li> <li>2. To make the students learn and understand the different Heads of Income- Salary, House Property, Business and Profession Gain, Capital Gain and other sources.</li> <li>3. To help the students to understand the Deductions available under income Tax Act 1961 .</li> <li>4. To make students understand the way to calculate total income of the Assessee when combination of different heads and Deductions are given in a sums.</li> </ol>
33	<b>TY (SEM V)</b>	Financial Derivatives	<ol style="list-style-type: none"> <li>1. To inculcate knowledge about the Derivative market</li> <li>2. To create awareness about various terminologies, spreads and positions in the derivative markets</li> <li>3. To create awareness of stock market volatility</li> <li>4. To encourage investment</li> </ol>
34	<b>TY (SEM V)</b>	Business Ethics and Corporate Governance	<ol style="list-style-type: none"> <li>1. To enable students to identify values driving organisations</li> <li>2. To promote leadership qualities and managerial skills in students</li> <li>3. To help students to identify ethical issues in various areas of organisation's functioning</li> <li>4. To study the various ethical dilemmas and help students to identify steps to solve ethical dilemmas</li> </ol>
35	<b>TY (SEM VI)</b>	Venture Capital and Private Equity	<ol style="list-style-type: none"> <li>1.To study alternative methods to fund growth.</li> <li>2.To study the life cycle of capital investment in business</li> <li>3.To study the valuation of methods of alternative financing</li> </ol>
36	<b>TY (SEM VI)</b>	Mutual Fund Management	<ol style="list-style-type: none"> <li>1 To understand various types of Mutual Fund schemes.</li> <li>2. Understanding of History &amp; Structure of MF in India</li> <li>3. Practical knowledge regarding NAV calculations, Risk Return Calculations</li> <li>4. Study of Accounting, valuation and Taxation Aspects of Mutual Fund</li> </ol>
37	<b>TY (SEM VI)</b>	Corporate Restructuring	<ol style="list-style-type: none"> <li>1. To understand Need &amp; Modes of Corporate Restructuring.</li> <li>2. To study the Legal, Economic, Accounting , Taxation &amp; Financial aspects of Merger and Amalgamation, Corporate Demerger and reverse Merger.</li> <li>3. To study Funding of Merger and Takeover and Financial Restructuring.</li> <li>4. To understand Post-Merger Reorganisation.</li> </ol>
38	<b>TY (SEM VI)</b>	Indirect Tax- GST	<ol style="list-style-type: none"> <li>1.To provide Knowledge about Indirect Taxation system(Goods and Service Tax)</li> <li>2. To make students understand the Basics of Indirect Taxation and different definitions under GST law.</li> </ol>

39	<b>TY (SEMVI)</b>	Risk Management	<ol style="list-style-type: none"><li>1. To create awareness about risk</li><li>2. To emphasis on the impact of risk in organization</li><li>3. To help students calculate and measure risk</li><li>4. To understand about the uncertainties existing in the industry</li></ol>
----	-------------------	-----------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

## **MAFTNMP**

### **MAFTNMP Program Objective**

1. To prepare students in the production aspects of Film Television & New Media, as required by the present media environment all across the globe.
2. To empower the students in the production & managerial aspects of the media business with due emphasis on latest production techniques, along with marketing and branding management of various media products and associated services.
3. To develop creative temperament and mindset needed in the content production segment of the media industry.
4. To inculcate competencies thereby enabling to undertake professional work.
5. To provide an active industry interface by way of co-learning.
6. To take the students through the entire pipe line of the production process with regards to the content creation for various media pads, providing the students an insight in to the correlation that exists between content creation and associated commercial aspects of media business.

### **MAFTNMP Program Outcome**

1. The program will primarily enable the students to understand & appreciate the relevance of Media (Social science/ Interdisciplinary) research.
2. This program will provide an excellent foundation for Doctoral & Post-Doctoral research in Media & Communication studies - in fields of Advertising, Entertainment & Media.
3. The program will enhance their ability to hone their analytical skills & prepare them both for being academicians or for working in the industry.
4. It will enable them to have a 360 degree perspective on the nuances of Media industries & Interdisciplinary or allied industries as well.
5. This program highlights amalgamation of humanities, Social Sciences & New Media into Advertising, Media & Entertainment to make students aware of developments both in the global & local spheres.
6. In this program there is an emphasis on Culture, Communication networks in Societies & it showcases how different cultures are reflected in various practices, systems & beliefs in both different parts of the country & the world.
7. This program will equip the learners with professional skills essential for making a career in the Entertainment industry, Cinema, Television, OTT Platforms, social media platforms etc.
8. Students would demonstrate the ability to apply ethical principles in a variety of creative, cinematic, organizational, Advertising and venues in New Media.
9. Learners will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints.
10. They will be better equipped to grasp the complex relationship between communication/media theories and a diverse set of individual, social, and professional practices.
11. Learners will understand the underlying philosophical assumptions of, and be able to apply, communication research methods to address a range of media texts and audiences.