

Program 1: Bachelor of Commerce

Program Outcome (PO)

PO1-To develop basics and fundamentals of commerce, management and industry.

PO2-To develop creative and analytical ability for problem solving.

PO3-To inculcate human, social, moral, spiritual and professional ethics and values.

PO4-To create awareness about environment protection and its sustainability.

PO5-To promote managerial leadership and social qualities.

PO6-To make better individuals and responsible citizens with value system.

Course Outcome (CO)

111 Compulsory English-I

1. To offer students good pieces of prose and poetry so that they realize the beauty and communicative power of English.
2. To expose them to native cultural experiences and situations so that they understand the importance and utility of English language.
3. To develop overall linguistic competence and communicative skills among the students
4. To develop oral and written communicative skills among the students so that their employability enhances and English becomes the medium of their livelihood and personality

112 Financial Accounting-I

1. To impart knowledge of basic accounting concepts.
2. To create awareness about application of these concepts in business world.
3. To impart skills regarding Computerised Accounting.
4. To impart knowledge regarding finalization of accounts of various establishments.

113 Business Economics (Micro) - I

1. To impart knowledge of business economics.
2. To clarify micro economic concepts.
3. To analyze and interpret charts and graphs.
4. To understand basic theories, concepts of microeconomics and their application.

114 (A) Business Mathematics & Statistics- I

1. To introduce the basic concepts in Finance and Business Mathematics and Statistics.
2. To familiar the students with applications of Statistics and Mathematics in Business.
3. To acquaint students with some basic concepts in Statistics.
4. To learn some elementary statistical methods for analysis of data.
5. The main outcome of this course is that the students are able to analyze the data by using some elementary statistical methods.

114(B) Computer Concepts and Application – I

1. To make the students familiar with Computer environment.
2. To make the students familiar with the basics of Operating System and business communication tools.
3. To make the students familiar with basics of Network, Internet and related concepts.
4. To make awareness among students about applications of Internet in Commerce.
5. To enable make awareness among students about e-commerce and M commerce.

115 (B) Banking & Finance – I

1. To provide knowledge of fundamentals of Banking
2. To create awareness about various banking concepts
3. To conceptualize banking operations.

115 (E) Business Environment & Entrepreneurship – I

1. To understand the concept of Business Environment and its aspects.

2. To make students aware about the Business Environment issues and problems of Growth.
3. To examine personality competencies most common to majority of successful entrepreneurs.
and to show how these competencies can be developed or acquired.
4. To understand the difference between Entrepreneurial and non-Entrepreneurial behavior.
5. To provide knowledge of the significance of Entrepreneurship in economy.
6. To familiarize the students with the contribution of selected institutes working to promote
Entrepreneurship.
7. To generate entrepreneurial inspiration through the study of successful Entrepreneurs.

Additional English-I

- a. To expose students to a good blend of old and new literary extracts having various themes those are entertaining, enlightening and informative so that they realize the beauty and communicative power of English
- b. To make students aware of the cultural values and the major problems in the world today
- c. To develop literary sensibilities and communicative abilities among the students

Compulsory English-II

1. To develop competence among the students for self-learning
2. To familiarize students with excellent pieces of prose and poetry in English so that they realize the beauty and communicative power of English
3. To develop students' interest in reading literary pieces
4. To expose them to native cultural experiences and situations in order to develop humane values and social awareness
5. To develop overall linguistic competence and communicative skills of the students

122 Financial Accounting- II

1. To impart knowledge of various software used in accounting
2. To impart knowledge about final accounts of charitable trusts
3. To impart knowledge about valuation of intangible assets

4. To impart knowledge about accounting for leases

123 Business Economics (Micro) – II

1. To understand the basic concepts of micro economics.
2. To understand the tools and theories of economics for solving the problem of decision making by consumers and producers.
3. To understand the problem of scarcity and choices.

124 (A) Business Mathematics and Statistics – II

1. To introduce the basic concepts in Finance and Business Mathematics and Statistics
2. To familiar the students with applications of Statistics and Mathematics in Business
3. To acquaint students with some basic concepts in Statistics.
4. To learn some elementary statistical methods for analysis of data.
5. The main outcome of this course is that the students are able to analyze the data by using some elementary statistical methods

124 (B) Computer Concepts & Applications – II

1. To make the students familiar with types and process of E-Commerce.
2. To make the students to understand the difference between traditional marketing and E-markdting
3. To make the students aware about the concept of electronic payment system.
4. To make awareness among students about M-Commerce.

125 (B) Banking & Finance – II

1. To develop the working capability of students in banking sector
2. To Make the Students aware of Banking Business and practices.
3. To enlighten the students regarding the new concepts introduced in the banking system.

126(E) Business Environment & Entrepreneurship – II

1. To make students understand the difference between entrepreneurial and non-entrepreneurial, personality, Habits of Entrepreneurs Skill-developing entrepreneurial personality and

developing habits of entrepreneurs.

2. To provide knowledge and significance of entrepreneurship and Skill-Realising role of entrepreneurship in economy
3. To make the students gain knowledge of various institutions promoting entrepreneurship and Skill-Acquaintance with these institutions.
4. To provide knowledge about Skill-Developing entrepreneurial personality and to make students inspire from such entrepreneurs.

Additional English-II

- a. To expose students to a good blend of old and new literary extracts having various themes those are entertaining, enlightening and informative so that they realize the beauty and communicative power of English
- b. To make students aware of the cultural values and the major problems in the world today
- c. To develop literary sensibilities and communicative abilities among the students

Add On

1. Computerised Accounting: To acquaint students with the computerized accounting practices used in the industry. To provide knowledge about accounting software.
2. Employability Skill Enhancement: To enhance the Basic Communication Skills, Reasoning Ability, Verbal Ability, Personal Grooming, Personality Development, CV Writing Skills and Interview Techniques among students.
3. Gender Sensitivity: to sensitize the students regarding the issues of gender and the gender inequalities prevalent in society.
4. Intellectual Property Rights Laws: To create awareness about the laws relating to intellectual property rights.

231. Business Communication-I

1. To understand the concept, process and importance of communication.
2. To acquire and develop good communication skills requisite for business correspondence.
3. To develop awareness regarding new trends in business communication.
4. To provide knowledge of various media of communication.
5. To develop business communication skills through the application and exercises.

231. Corporate Accounting-I

1. To acquaint the student with knowledge about various Concepts , Objectives and applicability of some important accounting standards associated with to corporate accounting.
2. To develop understanding among the students on the difference between commencement and incorporation of a company and the accounting treatment for transactions during the two phases.
3. To update the students with knowledge for preparation of final accounts of a company as per Schedule III of the Companies Act 2013
4. To empower to students with skills to interpret the financial statements in simple and summarized manner for effective decision making process.
5. To acquaint the student with knowledge about various Concepts , Objectives and applicability of some important accounting standards associated with to corporate accounting.
6. To develop understanding among the students on the difference between commencement and incorporation of a company and the accounting treatment for transactions during the two phases.
7. To update the students with knowledge for preparation of final accounts of a company as per Schedule III of the Companies Act 2013
8. To empower to students with skills to interpret the financial statements in simple and summarized manner for effective decision making process.

203. Business Economics (Macro)-I

1. To familiarize the students to the basic theories and concepts of Macro Economics and their application.
2. To study the relationship amongst broad aggregates.
3. To impart knowledge of business economics.
4. To understand macroeconomic concepts.
5. To introduce the various concepts of National Income.

234. Business Management-I

1. To provide basic knowledge and understanding about various concepts of Business Management.
2. To help the students to develop cognizance of the importance of management principles.
3. To provide an understanding about various functions of management.
4. To provide them tools and techniques to be used in the performance of the managerial job.

235. Elements of Company Law-I

1. To develop general awareness of Elements of Company Law among the students.
2. To understand the Companies Act 2013 and its provisions.
3. To have a comprehensive understanding about the existing law on formation of new company in India.
4. To create awareness among the students about legal environment relating to the company law.
5. To acquaint the students on e-commerce, E governance and e-filing mechanism relating to Companies.
6. To enhance capacity of learners to seek the career opportunity in corporate sector. –I

236 (E). Cost and Works Accounting –I

1. To prepare learners to know and understand the basic concepts of cost.

2. To understand the elements of cost.
3. To enable students to prepare a cost sheet.
4. To facilitate the learners to understand, develop and apply the techniques of inventory control.

Environmental Studies

1. To create awareness about environment protection and its sustainability.

241. Business Communication-II

1. To understand the concept, process and importance of communication.
2. To acquire and develop good communication skills requisite for business correspondence.
3. To develop awareness regarding new trends in business communication.
4. To provide knowledge of various media of communication.
5. To develop business communication skills through the application and exercises.

242. Corporate Accounting-II

1. To acquaint the student with knowledge of corporate policies of investment for expansion and growth through purchase of stake in or absorption of smaller units.
2. To develop the knowledge among the student about consolidation of financial statement with the process of holding.
3. To update the students with knowledge of the process of liquidation of a company
4. To introduce the students with the recent trends in the field of accountancy.

242. Business Economics (Macro)-II

1. To familiarize the students to the basic theories and concepts of Macro Economics
2. and their application.
3. To understand the theories of money.
4. To understand the phases of trade cycle and policy measures to elongate the trade cycle.

5. To understand various concepts related to public finance.
6. To understand credit creation of banks and money measures of RBI.

243. Business Management-II

1. To provide basic knowledge and understanding about various concepts of Business Management.
2. To help the students to develop cognizance of the importance of management principles.
3. To provide an understanding about various functions of management.
4. To provide them tools and techniques to be used in the performance of the managerial job.

244. Elements of Company Law-II

1. To develop general awareness among the students about management of company
2. To have a comprehensive understanding about Key managerial Personnel of company and their role in Company administration.
3. To acquaint the students about E Governance and E Filing under the Companies Act, 2013.
4. To equip the students about the various meetings of Companies and their importance.
5. To make students capable of becoming good human resource of the corporate sector.

236 (E). Cost and Works Accounting -II

1. To know the documents that are used in stores and how to calculate the issuing price of material.
2. To provide knowledge to students on classification and codification.
3. To equip students with knowledge regarding the ascertainment of labour cost.
4. To understand the concept of payroll.
5. To know the concepts of labour turnover and merit rating. 6. To understand recent trends in cost accounting.

Environmental Studies

To create awareness about environment protection and its sustainability.

351 Business Regulatory Framework -I

1. To provide conceptual knowledge about the framework of business Law in India.
2. To orient the students about the legal aspect of business.
3. To create awareness among the students about legal environment relating to the Contract Law, Partnership Act, Sale of Goods Act in India.
4. To understand the emerging issues relating to e-commerce, e-transaction issues and E Contracts
Advanced Accounting
5. To seek the career opportunity in corporate sector relating to business law in India. 6. To acquaint students with the basic concepts, terms & provisions of Mercantile and Business Laws.

352 Advanced Accounting – I

1. To instill the knowledge about accounting procedures, methods and techniques.
2. To impart students' knowledge of various Advanced Accounting Concepts.

353(A) Indian & Global Economic Development

1. Students will be able to understand present Economic Scenario of Indian Economy as well as World Economy.
2. Students will be able to understand the various aspects of development in Agricultural, Industrial and service sector in India.
3. Student will be able to critically evaluate the role of India in international economy.
4. Students will be able to evaluate the working of international financial organization and institutions.

354 Auditing & Taxation

1. To acquaint themselves about the Definition, Nature, Objectives and Advantages of Auditing, Types of Audit, Errors and Fraud, Audit Program, Notebook, Working Paper, Internal Control, Check.
2. 2. To get knowledge about concept of Checking, Vouching, Verification and Valuation, Types of Audit Report and Auditing Assurance Standard.
3. 3. To understand the provision related Qualification, Disqualification, Appointment,

Removal, Rights ,Duties and Liability of Company Auditor and Provisions regarding Tax Audit as per Income Tax Act 1961 (Section 44 AA to 44AE).

4. To know the various new concepts in computerized system and Forensic Audit.

The Study of Various Components of this course will enable the students:

5. To acquaint themselves about the concept and principles of Auditing, Audit process, Assurance Standards, Tax Audit, and Audit of computerized Systems.
6. To get knowledge about preparation of Audit report.
7. To understand the basic concepts and to acquire knowledge about Computation of Income, Submission of Income Tax Return, Advance Tax, and Tax deducted at Source, Tax Collection Authorities under the Income Tax Act, 1961.

355-E Cost and Works Accounting. –II

1. To provide knowledge about the concepts and principles of overheads.
2. To Introduce the cost accounting standards and the cost accounting standard board.
3. To understand the stages involved in the accounting of overheads.
4. To build an ability towards strategic overhead accounting under Activity Based Costing

356-E Cost and Works Accounting. –III

1. To prepare learners to understand the basic techniques in Cost Accounting
2. To understand the learner, application of Cost Accounting techniques in cost control and decision making.
3. To enable the learners to prepare various types of Budgets.
4. To learn the basic concept of Uniform Costing and Inter-firm comparison
5. To enhance the knowledge of students about MIS and Supply Chain Management.

361 Business Regulatory Framework-II

1. To develop general awareness of Business Law among the students.
2. To understand the various statutes containing regulatory mechanism of business and its relevant provisions including different types of partnerships.
3. To have a understanding about the landmark cases/decisions having impact on business laws
4. To create awareness among the students about legal environment relating to the business

activities and new ways dispute resolutions provided under Arbitration Act.

5. To acquaint the students on relevant developments in business laws to keep them updated.
6. To enhance capacity of learners to seek the career opportunity in corporate sector and as a business person

362 Advanced Accounting – II

1. To acquaint the student with knowledge about the legal provisions regarding preparation and presentation of final accounts of Co-operative Societies.
2. 2. To empower to students about the branch accounting in simple.
3. 3. To make aware the students about the conceptual aspects of various recent trends in the field of accounting especially forensic accounting, accounting of CSR activities, accounting of derivative contracts and Artificial Intelligence in Accounting.
4. 4. To understand the procedure and methods of analysis of financial statements.

363 Indian & Global Economic Development-II

1. To develop ability of students to analyze economic development process of India.
2. To acquaint the students with the knowledge of recent trends in Human Development Index.
3. To acquaint students with the emerging issues in policies of India's foreign trade.
4. To update the students about International institutions and organizations.

364 Auditing & Taxation – II

1. To understand the basic concepts of Income Tax Act, 1961 and create awareness of direct taxation among the students.
2. 2. To understand the income tax rules and regulations and its provisions.
3. To have a comprehensive knowledge of calculation various types of income.
4. To know the recent changes made by the finance bill (Act) every year and its impact on taxation of person.
5. To acquaint the students on Income tax department portal (ITD), e-filing and e-services mechanism relating to Assessee

365 – E Cost and Works Accounting II

1. To provide knowledge about the various methods of costing.
2. To understand the applications of different methods of costing in manufacturing

and service industries.

3. To enable students to prepare cost statements under different types of manufacturing industries and Service Industries
4. To build the applicability of cost accounting standards in the method of costing.

366 – E : Cost and Works Accounting III

1. To impart knowledge about Standard Costing and Variance Analysis
2. To learn about pricing policy and its implementation.
3. To know the related Cost Accounting Standards and Cost Management practices in specific sectors
4. To provide a conceptual understanding of procedures and Provisions of Cost Audit

Program Specific Outcome PSO:

The Institution offers subject of specialization especially at SYBCom and TYBCom. Cost and Works Accounting is made available for the students.

PSO1- 236-E Cost and Works Accounting-I

- a. To impart knowledge with respect to basics and fundamentals of Costing and Accounting
- b. To Impart the Knowledge of ;
 - a. Basic Cost concepts.
 - b. Elements of cost.
 - c. Ascertainment of Material and Labour Cost.
 - d. To understand the financial aspects of business and to develop innovative methods, tools and techniques to overcome financial crises and crunches.

PSO2- 356-E Cost and Works Accounting. -II

- a. To provide Knowledge about the concepts and principles application of Overheads
- b. To provide also understanding various methods of costing and their applications.

PSO2- 366-E Cost and Works Accounting.-III

- a. To impart knowledge regarding costing and audit techniques.
- b. To get practical knowledge with the help of Internship

Program 2: Bachelor of Business Administration

Program Outcome (PO)

At the end of the BBA program the learner will possess the

PO1: Critically and analytically reason and resolve problems

PO2: Communicate effectively and approach organizational decisions in ethical, legal and socially accountable manner.

PO3: Operate in dynamic and complex domestic and global organizational environments

PO4: Demonstrate knowledge in the functional areas of business.

PO5: Develop knowledge and understanding of managerial skills, leadership qualities and team spirit.

PO6: Develop concept regarding social economic process and urbanization and its impact on society.

PO7: Develop understanding regarding services , rural marketing and new trends in marketing.

Course Outcome (CO)

101 Principles of Management

1. To understand basic concept regarding org. Business Administration.
2. To examining how various management principles.
3. To develop managerial skills among the students.

102 Business Communication Skills

1. To understand what is the role of communication in personal and business world.
2. To understand system and communication and their utility.
3. To develop proficiency in how to write business letters and other communications required in business.

103 Business Accounting

1. To develop right understanding regarding role and importance of monetary and financial transactions in business .
2. To cultivate right approach towards classifications of different transactions and their implications.
3. To develop proficiency preparation of basic financial as to how to write basis accounting statement - Trading and P&L.

104 Business Economics(Micro)

- 1.To understand role of economics as it influences society and business.
- 2.To study how different decisions are taken in relation to price demand and supply.
1. To develop right understanding regarding Monopoly, perfect competition, revenues.

105 Business Mathematics

- 1.To develop appropriate understanding as how to use mathematic like computation interest, profit etc .
- 2.To cultivate right understanding regaining numerical aptitude.
- 3.To develop logical approach towards analytical approach data.

106 Business Demography

- 1.To give proper understanding regarding concept of demography in modern economic setup.
- 2.To study how population and structure changes affecting quality of life and business.
3. To develop clarity of concept regarding social economic process and urbanization and its impact on society.

201 Business Organizations and Systems

- 1.To understand role and functions of modern business.
- 2.To develop right understanding regarding businessenvironment.
- 3.To study how a business institution functions in a given economic setup.

202 Principles of Marketing

1. To develop write understanding regarding marketing environment in thecountry.
2. To develop appropriate conceptual understanding as to develop basic marketingconcept.
3. To develop new understanding regarding services , rural marketing and new trends inmarketing.

201 Principles ofFinance

1. To cultivate right approach towards money, finance, and their role inbusiness.
2. To develop right understanding regarding various sources of finance and their role and utility inbusiness.
3. To develop basic skills as to concept of capital structure and concept of capital structure.

202 Basics of Cost Accounting

1. To develop rational understanding regarding concept of cost expenditure in business.
2. To develop understanding how overheads influence the cost structure of cost.
3. To develop skills for computation of total cost for a particular product.

203 Business Statistics

1. To understand role and importance of statistics in various business situations.
2. To develop skills related with basic statistical technique.
3. Develop right understanding regarding regression, correlation and data interpretation.

204 Fundamentals of Computers

1. To develop concept of information and their role in modern businesses.
2. To develop rational approach as to how computers can be used in data process analysis in business.
3. To develop understanding regarding cautions to be taken security, safety and security while using net based service.
 - University has recommended lots of skill enhancement courses (Add on) courses however following courses are accepted by our college

Skill Enhancement Courses (SEC):

Sem I-Personality and Soft Skills Development

Sem II-Value Education and Gender Equality

301 Principles of Human Resource Management.

1. To introduce the basic concepts of Human Resource Management.
2. To cultivate right approach towards Human Resource and their role in business.
3. To create awareness about the various trends in HRM among the students.

302. Supply Chain Management

1. To enable the students to have a comprehensive understanding of Supply Chain Management.
2. To understand key concepts and issues of Logistics and Inventory Management.
3. To understand Warehousing and its role in Space Management.

303- Global Competencies and Personality Development

1. To build self-confidence, enhance self-esteem, and improve overall personality of the students.
2. To enhance global and cultural competencies of the students.
3. To groom the students for appropriate behaviour in social and professional circles.

304 Fundamentals of Rural Development

1. To understand the development issues related to rural society.
2. To find the employment opportunities for rural youth.
3. To create interest among the rural youth to participate in rural development programmes and schemes for sustainable development.
4. To discourage seasonal and permanent migration to urban areas.

305 A- Consumer Behaviour & Sales Management (Marketing Management)

1. To develop significant understanding of Consumer behaviour in Marketing.
2. To understand the relationship between consumer behaviour & Sales Management.
3. To develop conceptual based approach towards decision making aspects & its implementation considering consumer behaviour in Sales Management.

306 A- Retail Management (Marketing Management)

1. To provide basic understanding of forces that shape retail industry
2. To provide understanding of retail operations and strategy
3. To provide understanding of opportunities and challenges in retail industry

305 B- Management Accounting

1. To impart basic knowledge of management accounting.
2. To understand the implications of various financial ratios in decision making.
3. Application and use of various tools of management accounting in the business.

306 B- Banking & Finance

- 1 To study of banking function and its operations.
2. To study the functioning of Regulatory Authorities in India.
3. To study recent technology in banking industry.

305 C- Organisational Behaviour (OB)

1. To describe the major theories, concepts, models and frameworks in the field of Organisational Behaviour.
2. To explain determinants of Organisational Behaviour at Individual, Group and Organisational Level.
3. To give knowledge about approaches to line-up individual, groups & managerial behaviour in order to achieve organisational goals.

306 C- Legal Aspects in Human Resources

1. To study and explain rights of employees at work place.
2. To understand the Applications of different Legal Aspects in HR.

401- Entrepreneurship and Small Business Management

1. To understand the concept and process of Entrepreneurship.
2. To Acquire Entrepreneurial spirit and resourcefulness.
3. To get acquainted with the concept of Small Business Management.
4. To understand the role and contribution of Entrepreneurs and Small Businesses in the growth and development of individual and the nation.

402 - Production and Operation Management

1. To understand the key concepts of Production and Operation Management.
2. To understand the various manufacturing methods and role in managing business.
3. To create awareness about the various safety measures and ergonomics in industries.

403- Decision Making and Risk Management

1. To learn the key topics in decision making and risk management so that they can improve decision making and reduce risk in their management activities and organizations.
2. Find the best alternative in a decision with multiple objectives and uncertainty.
3. Describe the process of making a decision.
4. Analyze an organization's decision making system.
5. Develop a risk management process.

404- International Business Management

1. To acquaint the students with emerging trends and issues in International Business.
2. To study the impact of International Business Environment on foreign market operations.
3. To analyze International trade models.
4. To analyze the International Investment and its risks associated.
5. To understand financial aspects in world economies, their need and functionality

405 A- Advertising and Promotion Management

1. To develop knowledge and understanding of importance of advertising.
2. To understand different sales promotion techniques.
3. To know about promotion management.
4. To understand the process of online advertising.

406 A- Digital Marketing

1. To provide students with the Knowledge about business advantages of the digital marketing and its importance for marketing success.

2. To help students become In demand professional by being acquainted through various Digital channels & their ways of Integration.
3. To get Basic Knowledge of Google Analytics for measuring effects of Digital Marketing & getting Insights of Future trends that will affect the future development of the digital marketing.

405 B- Business Taxation

1. To understand different concepts & definitions under Income Tax Act 1961.
2. To understand the importance of Taxation to the students.
3. To update the students with the latest development in the subject of Taxation.
5. To prepare students competent enough to take up to employment in tax planner.
6. To develop ability to calculate taxable income of the person as per Income Tax Act 1961.

406 B- Financial Services

1. To Study in detail financial services in India.
2. To study & Understand working of Indian financial system.
3. To make the students well acquainted regarding financial markets.

405 C Human Resource Management Functions& Practices

1. To acquire comprehensive Knowledge of Human Resource Management Functions & Practices.
2. To explain the methods of Performance Appraisal, Training, Executive Development and Employee Compensation.
3. To acquire knowledge about various HR practices adopted by the organization.

406 C- Employee Recruitment & Record Management

1. To Study and explain employee acquisition and its importance in industry.
2. To cultivate right approach towards employee recruitment and record management.

TYBBA

501 Research Methodology

1. To develop an understanding of the right approach of Research Methodology and its role in Business.
2. To develop an understanding of the basic framework of the identification of various sources of information for data collection.
3. To develop an understanding of various Designs, Tools and Techniques of Research Study.
4. To enable the students in conducting Research work and write Research Paper and Research Project Report.

502 Database Administration and Data Mining

1. To understand the Database Management System
2. To understand the Data Mining Concepts

3. To understand the current trends in Data Management

503- Business Ethics

1. To provide a comprehensive understanding of the concepts of Business Ethics
2. To develop theoretical tools to understand current ethical issues and their impacts on business.
3. To analyze the role of Ethics in business, Government and Society.
4. To analyze the Ethical scenario concerning to Environment and consumer protection.

504 Management of Corporate Social Responsibility

1. To understand the concept and process of CSR
2. To Understand the industrial contribution for CSR Policy
3. To Understand the context of CSR of present-day Management
4. To Understand the contribution of CSR for the development of Society

505 A Marketing Environment Analysis and Strategies

1. To develop students' understanding of the factors shaping Marketing Environment
2. To develop students' ability to analyze the Business Environment
3. To develop students' understanding of the strategies for sustaining the forces in Marketing Environment

506 A- Legal Aspects in Marketing Management

To understand the application of different legal aspects in Marketing Management

505 B- Analysis of Financial Statements

1. To develop the conceptual framework of financial analysis and provide practical exposure to apply various tools of Financial Statement Analysis.
2. To enable to use of various types of ratios for financial and investment decisions.
3. To impart knowledge about Cash Flow and Fund Flow Statements and their importance in financial analysis.

506 B- Legal Aspects of Finance & Security Laws

1. To understand the Legal Aspects of Finance & Security Laws.
2. To know the legal provisions to obtain finance from various source of finance.
3. To explore various finance & securities-related laws in India.

505 C- Cross-Cultural HR & Industrial Relations

1. To make students understand Cultural Variables in Multinational Enterprises.
2. To learn some basic business etiquette and dining etiquette that will help to work in different countries across the globe
3. To make students understand the relationship between Cross-Culture Management and Human Resource Management.
4. 4. To explain how employees can be prepared for international assignments.
5. 5. To provide students with the fundamental knowledge of Industrial Relations.
6. 6. To provide the knowledge to students of provisions under The Industrial Disputes Act,1947, The Factories Act, 1948 and The Maternity Benefit Act 2017

506 C- Cases in Human Resource Management

1. To understand the application of theory into practice.
2. Design critical thinking by making judgments related to problems in Case Studies of Human Resource.
3. Develop critical thinking for solving Case Studies of Human Resource.
4. To analyze the broad fundamental components of HRM.

601- Essentials of E-Commerce

1. To understand the importance, role, and activities of E-Commerce.
2. To understand various E-Money and E-Payment systems used in E-Commerce.
3. To understand the concept of E-Marketing and its tools in E-Commerce.
4. To Understand the concept of Cyber Space and Cyber Security in E-Commerce.

602- Management Information System

1. To describe the basic concept of Information Technology and Management Information System.
2. To describe the role of information technology and information systems in business.
3. To contrast and compare how MIS support business processes.
4. To introduce the fundamental knowledge of Structured SystemAnalysis and Design.

603- Business Project Management

1. To develop a significant understanding of Project Management.
2. To develop a concept based approach towards Management of Business Projects.
3. To develop the relationship between the significance of Businesses Projects & their Management.

604- Management of Innovations and Sustainability

1. To understand the concepts of Innovation and Sustainability in a practical sense.
2. To better know the significance of organisational sustainable development and the economic implications of sustainable development.
3. To learn about the most common errors made when handling sustainable growth.
4. To understand the concept of Sustainability Innovation. Understand socio-political aspects of sustainable development – social responsibility aspect.

605 A- International Brand Management

1. To develop students' understanding of the concept of developing brands
2. To develop students' understanding of the concept of brand equity
3. To develop students' understanding of the strategies in managing brand portfolios

606 A- Cases in Marketing Management

1. To understand the application of theory into practice.

605 B- Financial Management

1. To know various sources of finance of business
2. To study and understand the capital structure of the company and its cost of capital
3. To study optimum capital mix & concept of over capitalisation& undercapitalization.

606 B- Cases in Finance

1. To Study & understand the core areas of finance.
2. To study the practical applications of finance.
3. To prepare project reports based on the internship & understanding of core areas of finance.

605 C- Global Human Resource Management

1. To understand the concepts, theoretical framework, and issues of HRM in Global Perspective
2. Identify and Understand issues and practices about the major HRM functions within the context of the global environment.
3. To learn how to conduct strategic human resource management in an international setting.
4. To learn how companies manage their expatriates.
5. To look at HRM in a broader, comparative, and international perspective to deal with complex issues and manifold risks.
6. To study understanding of international approaches to dealing with people in organizations.

606 C- Recent Trends & HR Accounting

1. To make students understand the theoretical and practical fundamental knowledge of Recent Trends in HRM and HR Accounting.
2. To describe various Employee Engagement Strategies to enhance Employee Engagement.

3. To discuss the uses of Human Resource Information Systems in organizations.
4. To explain the different methods used to calculate the value of human Resources.
5. To define Human Resource Audit and outline its scope.
6. To study the methods of Human Resource Valuation.

Program 3 Bachelor of Business Administration (CA)

3. Programme Objectives:

- To produce skill oriented human resource.
- To impart practical skills among students.
- To make industry ready resource.
- To bring the spirit of entrepreneurship

Program outcomes (PO)

PO1-To impart professional training to upgrade computer programming and soft skills.

PO2-To develop competency and capability to prepare for test cases.

PO3-To make professional software developer by inculcating a practice to develop creative and innovative program.

PO4-To develop analytical mind for the creation of effective software.

PO5-To promote working in team for software projects and practice basic management skills

Course Outcomes (CO)

FY BBA (CA) SEM I

CA-101 Business Communication Skills

1. To understand what is the role of communication in personal and business world
2. To understand system and communication and their utility
3. To develop proficiency in how to write business letters and other communications in required.

CA-102 Principles of Management

1. To understand basic concept regarding org. Business Administration
2. To examining how various management principles
3. To develop managerial skills among the students

CA-103 C-Language

1. To understand the basics of procedural programming language ie C
2. To build logic of implementing a program using basic programming constructs
3. To acquaint with file handling and basic memory allocation.

CA-104 Database Management Systems

1. To understand the basics of data storage, data manipulation and data retrieval
2. To learn basics of data entity relationship and normalization
3. To acquaint with various types of data storage models.
4. To learn data abstraction layer

CA-105 Business Statistics

1. To understand role and importance of statistics in various business situations
2. To develop skills related with basic statistical technique

3. Develop right understanding regarding regression, correlation and data interpretation

CA-106 Computer Laboratory Based on 103 &104

1. To implement the theory learnt in 103 and 104 through various practical assignments

107 Add On (PPA)

FY BBA (CA) SEM II

CA-201 Organization Behavior & Human Resource Management

1. To understand basic concept of HRM & OB
2. To make aware students about traditional & modern methods of procurement & development in organization.
3. To know the major trends in HRM & OB

CA-202 Financial Accounting

1. To develop right understanding regarding role and importance of monetary and financial transactions in business
2. To cultivate right approach towards classifications of different transactions and their implications
3. To develop proficiency preparation of basic financial as to how to write basis accounting statement - Trading and P&L

CA-203 Business Mathematics

1. To understand role and importance of Mathematics in various business situations and while developing software's.
2. To develop skills related with basic mathematical technique

CA-204 Relational Data Base

1. Enables students to understand relational database concepts and transaction management concepts in database system.
2. Enables student to write PL/SQL programs that use: procedure, function, package, cursor and trigger.

CA- 205 Web Technology (HTML-JSS-CSS)

1. To know & understand concepts of internet programming.
2. To understand how to develop web based applications using JavaScript

CA-206 Computer Laboratory Based on 204 & 205

1. To implement the theory learnt in 204 and 205 through various practical assignments

207 Add On (Advance C)

SY BBA (CA) SEM III

CA-301 Digital Marketing

1. The aim of this syllabus is to give knowledge about using digital marketing in and as business.

2. To make SWOT analysis, SEO optimization and use of various digital marketing tools.

CA-302 Data Structure

1. To understand the concepts of ADTs
2. To learn linear data structures – lists, stacks, and queues
3. To understand sorting, searching and hashing algorithms
4. To apply Tree and Graph structures

CA-303 Software Engineering

1. To understand System concepts.
2. To understand Software Engineering concepts.
3. To understand the applications of Software Engineering concepts and Design in Software development

CA-304(A) Angular – JS (Optional)

1. By the end of this course, the students should be able to Understand Client Side MVC and SPA
2. Explore AngularJS Component
3. Develop an AngularJS Single Page Application
- 4 Create and bind controllers with Javascript
5. Apply filter in AngularJS application

OR

CA-304(B) PHP (Optional)

1. Understand how server-side programming works on the web.
2. Using PHP built-in functions and creating custom functions
3. Understanding POST and GET in form submission.
4. How to receive and process form submission data.
5. Read and process data in a MySQL database.

CA-305 Big Data (Option)

1. To enable learners to develop expert knowledge and analytical skills in current and developing areas of analysis statistics, and machine learning
2. To enable the learner to identify, develop and apply detailed analytical, creative, problem solving skills.
3. Provide the learner with a comprehensive platform for career development, innovation and further study.

CA-305 Block Chain (Option)

- Understand what and why Blockchain
- Explore the major components of Blockchain
- Learn about Bitcoin, Cryptocurrency, Ethereum
- Deploy and exercise example smart contracts
- Identify a use case for a Blockchain application
- Create your own Blockchain network application

By the end of the course, students will be able to

1. Understand how blockchain systems (mainly Bitcoin and Ethereum) work,
2. To securely interact with them,
3. Design, build, and deploy smart contracts and distributed applications,
4. Integrate ideas from blockchain technology into their own projects.

CA-306 Computer Laboratory Based on 302, 304 & 305

1. To implement the theory learnt in 302, 304 and 305 through various practical assignments

307 AECC – (M) Basic Course in Environmental Awareness

1. To provide an opportunities to acquire the knowledge, values, attitudes, commitment, and skills needed to protect and improve the environment
2. To develop conscious towards a cleaner and better managed environment

AECC – (N) Advance Course in Environmental Awareness

- Understand current concern about our impact on the environment.
- Recognize the things they do affect the environment.
- Promote green practices at home and at work.
- Describe what is being done and what we all can do to help prevent harm to the environment.

SY BBA (CA) SEM IV

CA-401 Networking

1. To gain knowledge about Computer Networks concepts.
2. To know about working of networking models, addresses, transmission medias and connectivity devices.
3. To acquire information about network security and cryptography.

CA-402 Object Oriented Concepts Through CPP

1. Acquire an understanding of basic object-oriented concepts and the issues involved in effective class design.
2. Enable students to write programs using C++ features like operator overloading, constructor and destructor, inheritance, polymorphism and exception handling.

CA-403 Operating System

1. To know the services provided by Operating System
2. To know the scheduling concept
3. To understand design issues related to memory management and various related algorithms.
4. To understand design issues related to File management and various related algorithms

CA-404 Advance PHP (Option)

1. To know & understand concepts of internet programming.
2. Understand how server-side programming works on the web.
3. Understanding How to use PHP Framework (Joomla / Druple)

CA-404 Node – JS (Option)

1. To understand the JavaScript and technical concepts behind Node JS
2. Structure a Node application in modules
3. Understand and use the Event Emitter
4. Understand Buffers, Streams, and Pipes
5. Build a Web Server in Node and understand how it really works
6. Connect to a SQL or Mongo database in Node

CA-405 Project Work

1. To develop a software for a given problem domain
2. To document the project development cycle
3. To work as a team member for the software project completion

CA-406 Computer Lab Based on (402, 404)

1. To implement the theory learnt in 402 and 404 through various practical assignments

TY BBA (CA) SEM V

CA - 501 Cyber Security

1. To understand the fundamentals of cyber security.
 2. To understand various categories of Cybercrime, Cyber-attacks on mobile, tools and techniques used in Cybercrime and case studies.
 3. To have an overview of the Cyber laws and concepts of Cyber forensics.
- Have a good understanding of Cyber Security and the Tools.
 - Identify the different types of Cyber Crimes.
 - Have a good understanding of Cyber laws
 - To develop Cyber forensics awareness.
 - Identify attacks, security policies and credit card frauds in mobile and Wireless Computing Era.

CA - 502 Object Oriented Software Engineering

1. To understand the fundamentals of object modeling
 2. To understand and differentiate Unified Process from other approaches.
 3. To design with static UML diagrams.
 4. To design with the UML dynamic and implementation diagrams.
 5. To improve the software design with design patterns.
 6. To test the software against its requirements specification.
- Students will be able to give Design Specifications for Project.
 - Students will acquire Knowledge in Basic Modeling.
 - Students will acquire Project Management Skills

CA - 503 Core Java

1. To introduce the object oriented programming concepts.
 2. To understand object oriented programming concepts, and apply them in solving problems.
 3. To introduce the principles of inheritance and polymorphism; and demonstrate how they relate to the design of abstract classes
 4. To introduce the implementation of packages and interfaces
 5. To introduce the concepts of exception handling and multithreading.
 6. To introduce the design of Graphical User Interface using applets and swing controls.
- Able to solve real world problems using OOP techniques.
 - Able to understand the use of abstract classes.
 - Able to solve problems using java collection framework and I/o classes.
 - Able to develop multithreaded applications with synchronization.
 - Able to develop applets for web applications.
 - Able to design GUI based applications

CA - 504 MongoDB

1. Understand importance of NoSQL Databases.

2. Learn various MongoDB commands and MongoDB design goals.
3. Design basic and general-purpose database using MongoDB.
 - Learned to work with MongoDB shell and MongoDB tools.
 - Able to do Schema design, Data modelling and all sorts of CRUD Operations.
 - Learned to optimize query performance.
 - Become capable to analyze the data stored in MongoDB

504 Python

1. To learn and understand Python programming basics and paradigm.
2. To learn and understand python looping, control statements and string manipulations.
3. Students should be made familiar with the concepts of GUI controls and designing GUI applications.
4. To learn and know the concepts of file handling, exception handling

On completion of the course, student will be able

1. Define and demonstrate the use of built-in data structures “lists” and “dictionary”.
2. Design and implement a program to solve a real world problem.
3. Design and implement GUI application and how to handle exceptions and files

505 (DSE) Project

506 Computer Laboratory Based on 503 and 504(2 credits each)

CA-507 Internet of Things (IoT)

1. To understand Technical aspects of Internet of things.
2. To describe smart objects and IoT Architecture.
3. To study and compare different Application protocols ofIoT.
4. To understand IoT platform using Arduino Uno

Students will be able

1. To explain key technologies, smart objects, IoT Architecture and security in Internet of Things.
2. To illustrate the role of IoT protocols for efficient network communication.
3. To understand IoT platform such as Arduino Uno.

TY BBA (CA) SEM VI

CA - 601 Recent Trends in IT

1. To introduce upcoming trends in Information technology.
2. To study Eco friendly software development concepts.
3. To provide a strong foundation of fundamental concepts in Artificial Intelligence.
4. To evaluate the performance of various data mining task.
5. To understand Data analytics using Spark Programming.

Course Outcomes: On completion of the course, student will be able

1. To discuss the basic concepts AI.
2. To apply basic, intermediate and advanced techniques to mine the data.
3. To provide an overview of the concept of Spark programming.

CA - 602 Software Testing

1. To provide learner with knowledge in Software Testing techniques.
2. To understand how testing methods can be used as an effective tool in providing quality assurance for software.
3. To provide skills to design test case plan for testing software.

Outcomes:

1. Students will be introduced to testing tools.
2. Students will acquire Knowledge of Basic SQA.
3. Students will be able to design basic Test Cases

CA - 603 Advanced Java

1. To know the concept of Java Programming.
2. To understand how to use programming in day to day applications
3. To develop programming logic

Outcomes:

1. Students will know the concepts of JDBC Programming.
2. Students will know the concepts of Multithreading and Socket Programming.
3. Students will know the concepts of Spring and Hibernate.
4. Students will develop the project by using JSP and JDBC.
5. Students will develop applications in Spring and hibernate.

CA - 604 Android Programming

1. To understand the Android Operating System and develop applications using Google's Android open-source platform.
2. To understand the issues relating to Wireless applications.

Outcome:

1. Student will be able to write simple GUI applications, use built-in widgets and components, work with the database to store data locally, and much more.
2. Demonstrate their understanding of the fundamentals of Android operating systems Demonstrate their skills of using Android software development tools

CA - 604 Dot Net Framework

1. Το λεαρν Μιχροσοφτ φραμεωορκ αρχιτεχτυρε.
2. Υνδεορστανδ δεωελοπμεντ οφ ωινδωοσ αππλιχατιον.

3. Το λεαρν δατα αχχεσσ μεχηανισμ.
4. Χρεατε ανδ χονσυμε λιβραριεσ.
5. Χρεατε α ωεβ αππλιχατιον.
6. Το δεωελοπ τηε ωεβσιτε ανδ αππλιχατιον.

Course Outcome:

- Use the features of Dot Net Framework along with the features of VB, C# and ASP
- Design and develop window based and web based .NET applications.
- Design and develop a Website.
- Design and Implement database connectivity using ADO.NET for VB, C# and ASP.

DSE– 605 Project

606 Computer Laboratory Based on 603 and 604(2 credits each)

CA – 607 Soft Skill

1. It helps participants to communicate effectively and to carry themselves confidently.
2. They also learn how to identify and overcome the barriers in interpersonal relationships
3. To improve oral and written communication, teamwork, leadership, problem-solving and decision-making skills, to gain best results.
4. This course is useful for landing a great job, building a career and also finding employment as soft skills trainers.

Outcomes:

1. Understand the significance and essence of a wide range of soft skills
2. Learn how to apply soft skills in a wide range of routine social and professional settings.
3. Learn how to employ soft skills to improve interpersonal relationships.
4. Learn how to employ soft skills to enhance employability and ensure workplace and career success