

## B.A. Economics

### Program Outcome:

#### Teaching:

The learner will be become employable for teaching in Junior College and schools after completion of B. Ed.

#### Government Departments:

The learner will be equipped in policy making and can be employed in various Government Departments like Planning and Development, Tax, foreign trade after clearing Competitive examinations.

#### Banking and Finance :

The learner becomes employable in Public and private sector banks and other Financial Institutions.

#### Industry:

The learner will be equipped in various tools of decision making to be employed in the industrial sector.

#### Corporate Social Responsibility:

The learner is equipped in dealing with problems of the marginalized and implementing welfare policies. They can be employed in this field in the Corporate Sector or in NGOs.

### Course Outcomes for BA (Economics)

Course Abbreviation	Name in full	Course Outcomes	
Economics-I	Microeconomics-I & Macroeconomics-I	The learner will be equipped with a clear understanding of elementary concepts in microeconomics basic microeconomic concepts and their relevance to the real world .	The learner will be equipped with a clear understanding of the elementary concepts of macroeconomics and their relevance to the real world .
Economics-II	Microeconomics-II & Macroeconomics-II	The learner will be equipped with a clear understanding of the basic tools of microeconomic analysis and apply microeconomics to the real world	The learner will be equipped with a clear understanding of the basic building blocks of macroeconomics and analyse macroeconomic policies
Economics-III	Indian Economy: Contemporary Concerns & Development Issues of Maharashtra's Economy	The learner will be equipped with a clear understanding of certain contemporary concerns of the Indian Economy	The learner will be equipped with a clear understanding of basic development issues of Maharashtra's economy and will be enabled to analyse problems and provide remedial policy measures

Economics-IV	Advanced Economic Theory- I & Advanced Economic Theory- II	The learner will be equipped with a clear understanding of theories in micro economics, knowledge of imperfect competition, game theory, pricing strategies and welfare economics	The learner will be equipped with a clear understanding of formal modelling in macro economics with analytical tools
Economics-V	Economics of Development-I & Economics of Development-II	The learner will be equipped with a clear understanding of diverse concepts and theories related to economic growth and development.	The learner will be equipped with a clear understanding of diverse theoretical and practical dimensions pertaining to growth and development and emerging environmental challenges in the growth process.
Economics-VI	Indian Financial System-I Indian Financial System-II	The learner will be equipped with a clear understanding of the structure and working of the Indian Financial System and reforms that have taken place in the context of Globalisation.	The learner will be equipped with a clear understanding of traditional Financial Markets, Instruments and Services and the new Services and Instruments introduced in the Indian Financial system to meet the challenges of globalisation.
Economics-VII	Research Methodology -I Research Methodology -II	The learner will be equipped with basic understanding of research methodology and provide an insight into the application of modern analytical tools and techniques for the purpose of economic decision making.	The learner will be equipped with critical thinking and reasoning skills and basic training in Hypothesis formulation and interpreting research results
Economics-VIII	Public Economics & International Economics	The learner will be equipped with basic understanding of diverse concepts and theories pertaining to Public Finance, fiscal aspects of Indian economy and the tax reforms introduced in India	The learner will be equipped with a clear understanding of the basic concepts and theories pertaining to International Economics and emerging trade strategies and policies of trade agencies.

Economics-IX	History of Economic Thought & Indian Economic Thought	The learner will be equipped with a clear understanding of the historical account of economic doctrines	The learner will be provided with a rich insight into contributions made by economists of Indian origin and a clear understanding of the major trends in Indian Economic Thought
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**Department of English**

**FYBA**

**Curriculum for Communication Skills in English I and II**

### **Course Objective for Communication Skills in English I (Semester I)**

To enable the student to speak and write in Standard English, as well as to read and analyse known and unfamiliar literary and non-literary prose texts. The course also aims to develop in the students the ability to substantiate their opinions through an enhanced communicative ability.

### **Course Outcome for Communication Skills in English I (Semester I)**

After the successful completion of the course the students will be able to recognise and identify as well as apply the rules of Standard English. The students will be able to analyse a given situation and accordingly formulate the appropriate form and content of the required piece of communication. Similarly, the students will be able to understand known and unfamiliar literary and non-literary prose texts; the students will also be able to effectively describe what they have comprehended.

### **Course Objective for Communication Skills in English II (Semester II)**

To enable the students to understand and employ complex language use, especially while reading and analysing unfamiliar fiction and poetry, as well as communicating their ideas and knowledge in written or spoken form. The course also aims to develop in the students the ability to retain and build on critical reading skills, which can be transferred to other domains of their life and work.

### **Course Outcome for Communication Skills in English II (Semester II)**

After the successful completion of the course the students will be able to recognise and identify as well as apply the rules of Standard English, along with categorising words and phrases appropriately, at an advanced level. The students will also be able to analyse a given situation and accordingly formulate the appropriate form and content of the required piece of communication. They will also be able to critique literary works. Similarly, the students will be able to understand known and unknown fiction and poetry; the students will also be to effectively describe what they have comprehended.

### **Course Outcome of Foundation Course I for FYBA SEMESTER I ACADEMIC YEAR 2019-2020**

#### **Expected Outcome**

After successful completion of the course the learner should be able to appreciate the importance of the Constitution of India as well as the exemplary contribution of Dr. B.R. Ambedkar. The learners should also have a general awareness of human rights and political processes of our country. The learners should develop a deeper sensitisation towards gender issues.

### **Course Outcome of Foundation Course II for FYBA SEMESTER II ACADEMIC YEAR 2019-2020**

#### **Expected Outcome**

After successful completion of the course the learner should have a broader appreciation of Indian Culture and society and contribution of our great leaders, while at the same time they should be more aware about aspects of health, education and the importance of values and ethics. The learner will also be able to identify the challenges of a disaster and will be aware of the steps taken to deal with it.

**Course Outcome of Foundation Course III for SYBA**  
**SEMESTER III ACADEMIC YEAR 2020-2021**

<b>Expected Outcome</b>
After successful completion of the course the learner should have a deeper appreciation of socio-economic, political, scientific and spiritual developments during the period of our study. They will also be aware of the challenges faced by India with regard to epidemics and disasters and how such events in India should be handled. Learners will also understand the foreign policy of India with its objective and relations with neighbouring countries, USA and USSR/Russia.

**Course Outcome of Foundation Course IV for SYBA**  
**SEMESTER IV ACADEMIC YEAR 2020-2021**

<b>Expected Outcome</b>
After successful completion of the course the learner should have a wider understanding of India's relations with its immediate neighbours. The learners should also develop a greater understanding of the significance of Israel, Burma, Indonesia and Vietnam in expression of national identity and an appreciation of the tremendous progress they have achieved.

**BA (Geography)**

**Program Outcome:** Students will acquire an understanding of and appreciation for different concepts of Geography. They will attain increased global awareness and will become more geographically informed people.

**Course Outcomes for BA (Geography) Term - I**

<b>Course Abbreviation</b>	<b>Name in full</b>	<b>Course Outcomes</b>	
Geography-I	Geomorphology	Knowledge and understanding of nature and scope of Geomorphology	Knowledge and understanding of endogenic and exogenic

			processes and concept of contours
Geography-II	An Introduction to Climatology	Knowledge and understanding of basic concepts of climatology, air pressure and atmospheric circulation, humidity and precipitation	Knowledge and understanding of climate and weather phenomena, weather signs and symbols, interpretation of IMD weather maps and construction of wind rose, climograph and hythergraph.
Geography-III	Physical Geography of India	Knowledge and understanding of India's location, physiographic divisions, drainage system and climate	Knowledge and understanding of India's soil, natural vegetation, mineral and power resources and geographical features in the map of India
Geography-IV	Geography of Settlements	Knowledge and understanding of the basic concepts in settlement geography- its nature, scope, growth and distribution	Knowledge and understanding of origin, growth, classification and morphology of rural and urban settlements
Geography-V	Population Geography	Knowledge and understanding of the basic concepts in population geography – its nature, scope, importance, evolution and recent trends	Knowledge and understanding of population dynamics, theories of population, migration and contemporary issues
Geography-VI	Tools and Techniques in Geography for Spatial Analysis – I (Practical)	Familiarization with basic concepts of map projections and map basics	Acquaintance with topographical maps, thematic maps and use of computers in geographical data representation
Geography-VII	Regional Planning and Development	Knowledge and understanding of the fundamental concepts of planning and regional planning	Knowledge and understanding of the fundamental concepts of development, different spatial and non-spatial models of development, micro-level planning and metropolitan planning
Geography-VIII	Geography of Disaster Mitigation and Management	Knowledge and understanding of the fundamental concepts of disaster, hazard and disaster management	Knowledge and understanding of natural and anthropogenic disaster and its management
Geography-IX	Geospatial Technology	Familiarization with basic concepts of remote sensing	Acquaintance with global positioning system and geographic information system

**Course Outcomes for BA (Geography) Term – II**

<b>Course Abbreviation</b>	<b>Name in full</b>	<b>Course Outcomes</b>	
Geography-I	Human Geography	Knowledge and understanding of the basic concepts of Human Geography	Knowledge and understanding of different types of settlements, dynamics of population and migration and Nearest Neighbour Analysis
Geography-II	Introduction to Oceanography	Knowledge and understanding of oceanography and bottom relief and ocean water	Knowledge and understanding of movements of ocean water and interpretation of navigation charts and bathymetric maps
Geography-III	Agriculture Geography of India	Knowledge and understanding of Indian agriculture and green revolution of India	Knowledge and understanding of recent trends in agriculture and thematic maps related to agriculture of India
Geography-IV	Environmental Geography	Knowledge and understanding of the fundamental concepts of environment and ecosystem	Knowledge and understanding of biodiversity, sustainable development and environmental management
Geography-V	Geography of Tourism and Recreation	Knowledge and understanding of the fundamental concepts of tourism	Knowledge and understanding of infrastructure and planning of tourism
Geography-VI	Tools and Techniques in Geography for Spatial Analysis – II (practical)	Familiarization with basic concepts of data, central tendency, dispersion and deviation	Acquaintance with correlation, regression, hypothesis testing and sampling
Geography-VII	Economic Geography	Knowledge and understanding of the fundamental concepts of economic geography	Knowledge and understanding of minerals, industry, transport, trade and economic development of India
Geography-VIII	Social Geography	Knowledge and understanding of the fundamental concepts of social geography	Knowledge and understanding of contemporary issues in India
Geography-IX	Research Methodology in Geography	Knowledge and understanding of the research methodology, data collection and processing	Knowledge and understanding of data analysis, digital data analysis and research report writing

## BA (Psychology)

**Program Outcome:** Creation of foundation for advanced learning in the field of Psychology and pursuit of a professional career in the field.

### Course Outcomes for BA (Psychology)

Course Abbreviation	Name in full	Course Outcomes	
Psychology-I	<b>Fundamentals of Psychology</b>	Knowledge of the basic concepts and modern trends in Psychology	Awareness of the applications of Psychological concepts in various fields and understanding of the relevance of Psychology in different areas of life.
Psychology-II	<b>Social Psychology</b>	Knowledge of the basic concepts and modern trends in Social Psychology	Aware of the applications of the various concepts in Social Psychology

Psychology-III	<b>Developmental Psychology</b>	Knowledge and understanding of the basic concepts, principles, perspectives and modern trends in Developmental Psychology	Awareness of the implications and applications of the various concepts, principles and theories of Developmental Psychology in daily life
Psychology-IV	<b>Psychological Testing and Statistics</b>	Knowledge and understanding of the nature, uses, technical features, and the process of construction of psychological tests.	Knowledge and understanding of the basic concepts in Statistics and the various measures of Descriptive Statistics - their characteristics, uses, applications and methods of calculation
Psychology-V	<b>Abnormal Psychology</b>	Knowledge and understanding of the basic concepts in Abnormal Psychology and the theories about Abnormality. Knowledge and understanding of the different Psychological Disorders – their symptoms, diagnosis, causes and treatment.	Awareness about Mental Health problems in society
Psychology-VI	<b>Industrial Psychology</b>	Knowledge and understanding of the basic concepts in and various facets of Industrial and Organizational Psychology	Awareness about the role and importance of Psychological factors and processes in the world of work
Psychology-VII	<b>Cognitive Psychology</b>	Knowledge and understanding of the fundamental concepts of Cognitive Psychology and the basic Cognitive processes.	Awareness about the various applications of Cognitive processes in everyday life and a foundation to enable understanding of their applications in other fields
Psychology-VIII	<b>Practicals in Cognitive Processes and Psychological Testing</b>	Exposure to and experience of experimental designs, methodology and conduct of experiments, statistical analysis, interpretation and discussion of data. Also exposure to Psychological Testing: administration, scoring and interpretation of test scores as well as a procedural understanding of concepts related to psychological testing	Familiarization computer-based experiments (Coglab) and sensitization to aspects of control, precision of exposure and measurement. Arousal of interest in the process of scientific inquiry

Psychology-IX	<b>Counseling Psychology</b>	Knowledge and understanding of the nature, process, goals, techniques, ethical issues and major theories in Counseling Psychology.	Creation of interests in the various applications and fields of counseling
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PROGRAMME NAME: **Bachelor of Commerce (B.Com)-Accounts**  
PROGRAMME CODE: UBCOM

### **Programme Objective**

This program of BCom is structured to provide graduates with practical skills required in commerce and accounting field.

- The main objectives of BCom are:
- To provide intensive theoretical and practical knowledge.
- To provide an integrated perspective of management functioning along with a good amount of exposure to real life cases / technical knowhow.
- To train students with knowledge in the field of Accounting and Finance, Taxation, Marketing and Business Management.
- To develop students' accounting and finance competencies to become employable or to start their own entrepreneurial journey.

### **Semester - I**

#### **1. ACCOUNTANCY & FINANCIAL MANAGEMENT – I**

##### **Objective:**

The objective of this paper is to help students to acquire conceptual knowledge of the financial accounting and to impart skills for recording various kinds of business transactions for Non-corporate entities.

##### **Outcome:**

On completion of the course, students will have conceptual knowledge of financial accounting and recording various kinds of business transactions for Non-corporate entities.

### **Semester - II**

#### **1. ACCOUNTANCY & FINANCIAL MANAGEMENT – II**

**Objective:** The objective of this paper is to help students to acquire conceptual knowledge of financial accounting and to impart skills for recording various kinds of business transactions for non- corporate entities.

**Outcome:** On completion of the course, students will have conceptual knowledge of financial accounting and recording various kinds of business transactions for non-corporate entities.

### **Semester – III**

#### **1. ACCOUNTANCY & FINANCIAL MANAGEMENT– III**

**Objective:** The objective of this paper is to help students to acquire basic knowledge of the financial accounting and to impart skills for recording various kinds of business transactions involving AS- 11, 13. This course establishes a link between accounting for partnership and corporate Entities.

**Outcome:** On completion of the course, the students will learn basic knowledge of financial accounting and recording various kinds of business transactions for partnership and corporate Entities.

#### **2. FINANCIAL ACCOUNTING & AUDITING – V COST ACCOUNTING**

**Objective:** To acquaint the students with basic concepts used in cost accounting, various methods involved in cost ascertainment and cost accounting book keeping systems.

**Outcome:** On completion of the course, students will learn basic concepts of cost accounting and preparation of cost sheet.

### **SEMESTER – IV**

#### **1. ACCOUNTANCY & FINANCIAL MANAGEMENT – IV**

**Objective:** The objective of this paper is to help students to acquire basic knowledge of the financial accounting and to impart skills for recording various kinds of business transactions for corporate Entities.

**Outcome:** On completion of the course, the students will acquire knowledge of financial accounting and will learn accounting for transactions related to issue and redemption of shares and final accounts for corporate entities.

#### **2. FINANCIAL ACCOUNTING & AUDITING – VI COST ACCOUNTING**

**Objective:** To acquaint the students with basic concepts used in cost accounting, various methods involved in cost ascertainment and cost accounting book keeping systems.

**Outcome:** On completion of the course, students will learn accounting for contracts, different processes and basic concepts of marginal costing.

### **SEMESTER – V**

#### **1. FINANCIAL ACCOUNTING & AUDITING PAPER – VII FINANCIAL ACCOUNTING**

**Objective:** To enable the students to acquire the expert knowledge of corporate accounting and to learn the advanced techniques of preparing the reconstruction schemes of companies.

**Outcome:** On completion of the course, students will obtain knowledge of corporate accounting, including preparation of cash flow statements and advanced techniques of preparing the reconstruction schemes of companies.

## **2. FINANCIAL ACCOUNTING & AUDITING-PAPER – VIII INTRODUCTION TO MANAGEMENT ACCOUNTING**

### **Objective:**

To develop knowledge and skills in understanding the theoretical framework in the preparation of financial statements of entities and how to analyse and interpret those financial statements.

### **Outcome:**

On successful completion, the candidates should be able to discuss and apply conceptual and regulatory frameworks for financial reporting and analyse and interpret financial statements.

## **Discipline Specific Elective (DSE) (Any two of group A to E)**

### **DIRECT & INDIRECT TAXES – PAPER I**

#### **1. DIRECT TAX**

**OBJECTIVE:** To provide basic knowledge and equip students with application of principles and provisions of Income-tax Act, 1961 and the relevant Rules for computation of Income for individuals.

**OUTCOME:** On completion of the course, students will learn the provisions of Income-tax Act, 1961 and would be able to compute total income for an individual assessee.

## **SEMESTER – VI**

### **1. FINANCIAL ACCOUNTING & AUDITING-PAPER – IX FINANCIAL ACCOUNTING**

#### **Objective:**

To help the students acquire conceptual knowledge of corporate accounting and to learn the techniques of preparing financial statements of co-operative societies and valuation of goodwill and shares.

#### **Outcome:**

Learner will be able to prepare and understand financial statements of co-operative societies and valuation of goodwill and shares.

### **2. FINANCIAL ACCOUNTING & AUDITING-PAPER – X AUDITING**

#### **Objective:**

To develop knowledge and understanding of the process of carrying out the audit engagement and its application in the context of the professional regulatory framework.

#### **Outcome:**

On successful completion, the candidates should be able to explain the concept of audit and assurance including ethics and professional conduct, demonstrate how auditor obtains audit engagements, evaluates system controls and risks, gathers audit evidence and relies on evidence of third parties.

## **Discipline Specific Elective (DSE) (Any two of group A to E)**

### **1. DIRECT & INDIRECT TAXES – PAPER II**

#### **INDIRECT TAX**

#### **Objective:**

To provide basic knowledge about provisions of GST.

#### **Outcome:**

Learner will understand the basic concepts of GST.

PROGRAMME NAME: **Bachelor of Commerce (B.Com)-Commerce**  
PROGRAMME CODE: UBCOM

### **Programme Objective**

This program of BCom is structured to provide graduates with practical skills required in commerce and accounting field.

- The main objectives of BCom are:
- To provide intensive theoretical and practical knowledge.
- To provide an integrated perspective of management functioning along with a good amount of exposure to real life cases / technical knowhow.
- To train students with knowledge in the field of Accounting and Finance, Taxation, Marketing and Business Management.
- To develop students' accounting and finance competencies to become employable or to start their own entrepreneurial journey.

### **Semester - I**

#### **1. INTRODUCTION TO BUSINESS**

##### **Course Objectives:**

To make students acquainted with-

- The concept, scope and significance of business
- Business environment and its inter-relationship with the business
- Entrepreneurship and the growth of Entrepreneurship in India
- Understanding the project planning and business unit promotion

**Outcome:** This course will initiate learners into the business world. It will give them a comprehensive knowledge and a broad picture about business. How business functions, and how to plan a venture, will be understood. The learners will be able to interpret various aspects of new and established business plans. The ways of business and the scenario of entrepreneurship in India will create a context for germination of business ideas in the learners' mind.

### **Semester - II**

#### **1. SERVICE SECTOR**

##### **Objectives:**

To make students acquainted with-

- The basic concept of services and its marketing

- Retail scenario in India
- Trends in emerging services sector
- Understanding of the concept and present status of E-Commerce

**Outcome:** This course will help the learner to apprehend the importance of services sector in the Indian economy. It will initiate them into the nuances of planning service delivery mechanisms and give them an insight into the concerns, trials and experiment of the service sector. Awareness about successful e-ventures will create a knowledge base for future decision making capacity about services rendered. This will enable learners to be mindful about how to succeed in the services industry.

### **Semester – III**

#### **1. ADVERTISING - I (FUNDAMENTALS OF ADVERTISING ) B.Com &BA**

**Objective:**

To get students acquainted with –

- Fundamentals of advertising
- Different roles of advertising in marketing, economy and society
- Developments and issues concerning contemporary advertising
- The regulatory framework of advertising
- Advertising in India

**Outcome:**

- Understanding of the fundamentals of advertising, its historical background and different types.
- Economic, social and regulatory aspects of advertising
- Students are shown the practical ads through print and television ads to enable them to understand the practices in the ad world.

#### **2. MANAGEMENT: PRINCIPLES &FUNCTIONS**

**Course Objectives:**

To help students get acquainted with-

- Management concept, principles and skills required
- Planning, MBO and Decision Making
- Organizing and Organization, Span of Control, Delegation and ‘Departmentation’
- Directing, Leading, Motivation and Controlling

**Outcome:** Understanding the concept of management, principles and skills required along-with its functions such as planning, organising, leadership, motivation and controlling.

### **SEMESTER – IV**

#### **1. ADVERTISING: AGENCY AND MEDIA OPERATIONS (B.Com &BA)**

**Course Objectives:**

To get students acquainted with-

- Advertising planning and Budgeting practice
- Creativity in advertising
- The working and role of an ad agency
- Media and aspects of media planning

**Outcome:**

- Awareness about planning and creativeness in making the advertisements along- with the media and agencies which help in preparing and placing the ads
- Students get the practical assignments and create the ads

**2. MANAGEMENT: PRODUCTION & FINANCE****Course Objectives:**

To make students acquainted with-

- Production planning, control and production systems
- Quality management tools and techniques
- Indian financial market, SEBI, Stock Exchange, DEMAT, Credit Rating and CIBIL
- Contemporary practices in financial market such as lease financing, mutual fund venture capital, derivatives, financial planning, etc

**Outcome:**

□ Students are expected to know the basic concepts of production and quality

- management along-with its techniques.
- They are further expected to know the basics of finance and Indian financial market, stock exchange and its related areas and contemporary practices such as mutual fund, venture capital, lease financing, etc.

**SEMESTER – V****1. MARKETING****Course Objectives:**

To make students acquainted with-

- Marketing concept, significance & scope and its evolution
- Recent trends and challenges in marketing
- Customer Insights through Marketing Information(MIS), Marketing Research and Consumer Behaviour
- Customer-driven strategy through Segmentation, Targeting and Positioning (STP)
- Marketing-mix elements (4Ps of marketing)
- Competitive advantage and strategies

**Outcome:**

- Acquiring the basic understanding of marketing and its scope
- Understanding the market i.e. consumer and his behaviour and the approaches and strategies to reach them successfully by effectively using marketing-mix

**Discipline Specific Elective (DSE) (Any two of group A to E)****DIRECT & INDIRECT TAXES – PAPER I****1. EXPORT MARKETING: FUNDAMENTALS****Course Objectives:**

The current Export Marketing syllabus is designed with the objectives to acquaint students with:

- India's Export Marketing potential
- Global trends and international policy influences on exports
- Ways of exporting & entering foreign markets
- India's policies towards Export

**Outcome:**

□ Familiarity with the concept of export and India's export potential,

- Influence of International policies on export, India's policies to increase exports and ways to enter the foreign n markets

## **SEMESTER – VI**

### **1. HUMAN RESOURCE MANAGEMENT**

#### **Course Objectives:**

- Human Resource Management- Concept, Features, Significance & Scope/ Functions
- Human Resource Planning and Practices such Recruitment and Selection, Placement & Induction
  - Human Resource Training & Development
  - Performance Appraisal and Compensation Management
  - Career Planning and Succession Planning
- Human Relations- Talent Management and Employee Engagement and Grievance Handling

#### **Outcome:**

- Awareness about concept and significance of human resource in business Management.
- Knowledge of HR recruitment, placement, development compensation and their performance appraisal.
- Familiarity with human relations, the roles played by leadership and motivation and how to resolve their grievances.

### **Discipline Specific Elective (DSE) (Any two of group A to E)**

#### **1. EXPORT MARKETING: PROCESS AND PROCEDURES**

##### **Course Objectives:**

The current Export Marketing syllabus is designed with the objectives to acquaint students with:

- International business methods to succeed in foreign markets
- Finalizing pricing for export goods
- Ways to adapt goods for foreign markets
- Risks involved in exports and incentives given by government to promote exports

##### **Outcome:**

- Awareness about the decision making to be made to enter foreign markets
- Familiarity about the pricing decisions, procedures and documentation and arrangements about finance and incentives available from the Government to promote exports.

PROGRAMME NAME: **Bachelor of Commerce (B.Com)-Economics**

PROGRAMME CODE: UBCOM

### **Programme Objective**

This program of BCom is structured to provide graduates with practical skills required in commerce and accounting field.

- The main objectives of BCom are:
- To provide intensive theoretical and practical knowledge.
- To provide an integrated perspective of management functioning along with a good amount of exposure to real life cases / technical knowhow.
- To train students with knowledge in the field of Accounting and Finance, Taxation, Marketing and Business Management.
- To develop students' accounting and finance competencies to become employable or to start their own entrepreneurial journey.

### **Semester - I**

#### **1. BUSINESS ECONOMICS – I**

##### **Learning Objectives**

- To provide a clear understanding and firm foundation of basic microeconomic concepts
- To analyse consumer and producer behaviour.

##### **Course Outcome**

The learner will be equipped with a clear understanding of basic microeconomic concepts and consumer and producer behaviour.

### **Semester - II**

#### **1. BUSINESS ECONOMICS – II**

##### **Learning Objectives**

- To analyse Price and Output determination under different market structures
- To introduce the learner to various pricing practices and capital budgeting

##### **Course Outcome**

The learner will be equipped with a clear understanding of different market structures, various pricing practices and capital budgeting.

### **Semester – III**

#### **1. BUSINESS ECONOMICS – III**

##### **Learning Objectives**

To provide a clear understanding and firm foundation of basic macroeconomic concepts  
To analyse Macroeconomic theories with respect to the various macroeconomic variables

##### **Course Outcome**

The learner will be equipped with a clear understanding of basic macroeconomic concepts and theories.

### **SEMESTER – IV**

#### **1. BUSINESS ECONOMICS – IV**

##### **Learning Objectives**

To provide a clear understanding and firm foundation of basic concepts of public finance  
To analyse the changing role of the Government in an economy and fiscal reforms introduced in this era of Globalization

**Course Outcome**

The learner will be equipped with a clear understanding of basic concepts of public finance and fiscal reforms.

**SEMESTER – V****1. BUSINESS ECONOMICS – V****Learning Objectives**

To acquaint the learner with various components of the Indian financial system, its working and the trends that have taken place over the years especially since financial sector reforms

**Course Outcome**

The learner will be equipped with a clear understanding of Indian financial system, its working and the financial reforms introduced.

**SEMESTER – VI****1. BUSINESS ECONOMICS – VI****Learning Objectives**

To acquaint the learner with the various models of international trade and aspects of commercial policy.

To provide a clear understanding of the concepts of international trade, balance of payments and determination of exchange rate

**Course Outcome**

The learner will be equipped with a clear understanding of various models of international trade, the concepts balance of payments and determination of exchange rate.

## **Programme Objective**

This program of BCom is structured to provide graduates with practical skills required in commerce and accounting field.

- The main objectives of BCom are:
- To provide intensive theoretical and practical knowledge.
- To provide an integrated perspective of management functioning along with a good amount of exposure to real life cases / technical knowhow.
- To train students with knowledge in the field of Accounting and Finance, Taxation, Marketing and Business Management.
- To develop students' accounting and finance competencies to become employable or to start their own entrepreneurial journey.

## **Semester - I**

### **1. BUSINESS COMMUNICATION -ENGLISH**

#### **Course Objectives:**

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

#### **Learning Outcome:**

After successful completion of the course the learner should be able to enhance his Listening, Speaking, Reading and Writing skills to meet the challenges of the Corporate World.

## **Semester - II**

### **1. Business Communication**

#### **Objectives:**

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

#### **Outcome:**

After successful completion of the course the learner should be able to enhance his Listening, Speaking, Reading and Writing skills to meet the challenges of the Corporate World.

PROGRAMME NAME: **Bachelor of Commerce (B.Com)-Foundation Course**

PROGRAMME CODE: UBCOM

## **Programme Objective**

This program of BCom is structured to provide graduates with practical skills required in commerce and accounting field.

- The main objectives of BCom are:
- To provide intensive theoretical and practical knowledge.
- To provide an integrated perspective of management functioning along with a good amount of exposure to real life cases / technical knowhow.
- To train students with knowledge in the field of Accounting and Finance, Taxation, Marketing and Business Management.
- To develop students' accounting and finance competencies to become employable or to start their own entrepreneurial journey.

### **Semester - I**

#### **1. FOUNDATION COURSE – I**

##### **Objectives of the Course:**

- 1) To enhance the understanding of the Constitution of India and the role played by Dr. B. R. Ambedkar in the making of the Constitution.
- 2) To orient learners towards Human Rights Issues, Right To Information and Public Interest Litigation.
- 3) To orient learners about the political system in India.
- 4) To sensitise learners towards gender issues.

##### **Course Outcome**

After successful completion of the course the learner should be able to appreciate the importance of the Constitution of India as well as the exemplary contribution of Dr. B.R. Ambedkar. The learners should also have a general awareness of human rights and political processes of our country. The learners should develop a deeper sensitisation towards gender issues.

### **Semester - II**

#### **1. FOUNDATION COURSE– II**

##### **Objectives of the Course:**

- 1) To enhance the understanding of Indian Culture and social issues.
- 2) To develop human values and ethics among the learners.
- 3) To orient students towards the various aspects of education and health.
- 4) To highlight the contribution of given great leaders of modern India in the field of spirituality, politics, society.

##### **Course Outcome**

After successful completion of the course the learner should have a broader appreciation of Indian Culture and society and contribution of our great leaders, while at the same time they should be more aware about aspects of health, education and the importance of values and ethics.

### **Semester – III**

#### **1. FOUNDATION COURSE – III**

##### **Objectives of the Course:**

- 1) To enhance the understanding of learners towards social, economic and political developments in India during the period of study.
- 2) To orient learners towards the work done by the given leaders to alleviate the sufferings of the downtrodden, members of Indian society in particular and the world in general.

- 3) To orient learners towards the contribution of the given leaders of our country in shaping the socio – political, spiritual, scientific, and educational fabric of our nation.
- 4) To make students aware about the principles of foreign policy of independent India.

### **Course Outcome**

After successful completion of the course the learner should have a deeper appreciation of socio-economic, political, scientific and spiritual developments during the period of our study. Learners will also understand the foreign policy of India with its objective and relations with neighbouring countries, USA and USSR/Russia.

## **SEMESTER – IV**

### **1. FOUNDATION COURSE – IV**

#### **Objectives of the Course**

- 1) To make the learners aware of the significance of China and Japan and their foreign policy towards India.
- 2) To highlight India's foreign relations with Pakistan and Bangladesh.
- 3) To orient learners towards the rise of Israel as a nation.
- 4) To make the learners aware about the developments in Burma (Myanmar), Indonesia and Vietnam during the given period.

### **Course Outcome**

After successful completion of the course the learner should have a wider understanding of India's relations with its immediate neighbours. The learners should also develop a greater understanding of the significance of Israel, Burma, Indonesia and Vietnam in expression of national identity and an appreciation of the tremendous progress they have achieved.

PROGRAMME NAME: **Bachelor of Commerce (B.Com)-Geography**

PROGRAMME CODE: UBCOM

### **Programme Objective**

This program of BCom is structured to provide graduates with practical skills required in commerce and accounting field.

- The main objectives of BCom are:
- To provide intensive theoretical and practical knowledge.
- To provide an integrated perspective of management functioning along with a good amount of exposure to real life cases / technical knowhow.

- To train students with knowledge in the field of Accounting and Finance, Taxation, Marketing and Business Management.
- To develop students' accounting and finance competencies to become employable or to start their own entrepreneurial journey.

### **Semester - I**

#### **1. ENVIRONMENTAL STUDIES – I**

##### **Objectives:**

1. To develop an in-depth understanding of various environmental issues and concerns of national and global importance
2. To develop a balanced view of the relationship between environment and development
3. To understand the concepts related to sustainable development vis-a-vis improvement of quality of life
4. To develop a deeper concern for the environment and a sense of commitment and responsibility to take proactive action
5. To appreciate the role of the individual, community, national and international agencies in resolving environmental problems
6. To respect customs and traditions related to local conservation practices and accept indigenous eco-friendly technologies
7. To develop skills to undertake investigative studies on various environmental issues
8. To participate in activities dealing with environmental problems

##### **Learning Outcome:**

1. To understand the basic concepts of environment
2. To understand the relationship between environment with development, sustainability and quality of life
3. To learn the role of an individual, community and several agencies in solving environmental problems
4. To learn the skills and methods for dealing with environmental problems

### **Semester - II**

#### **1. ENVIRONMENTAL STUDIES – II**

##### **Objectives:**

1. To develop an in-depth understanding of various environmental issues and concerns of national and global importance
2. To develop a balanced view of the relationship between environment and development
3. To understand the concepts related to sustainable development vis-a-vis improvement of quality of life
4. To develop a deeper concern for the environment and a sense of commitment and responsibility to take proactive action
5. To appreciate the role of the individual, community, national and international agencies in resolving environmental problems
6. To respect customs and traditions related to local conservation practices and accept indigenous eco-friendly technologies
7. To develop skills to undertake investigative studies on various environmental issues
8. To participate in activities dealing with environmental problems

**Learning Outcome:**

1. To understand the basic concepts of environment
2. To understand the relationship between environment with development, sustainability and quality of life
3. To learn the role of an individual, community and several agencies in solving environmental problems
4. To learn the skills and methods for dealing with environmental problems

PROGRAMME NAME: **Bachelor of Commerce (B.Com)-Law**

PROGRAMME CODE: UBCOM

**Programme Objective**

This program of BCom is structured to provide graduates with practical skills required in commerce and accounting field.

- The main objectives of BCom are:
- To provide intensive theoretical and practical knowledge.
- To provide an integrated perspective of management functioning along with a good amount of exposure to real life cases / technical knowhow.
- To train students with knowledge in the field of Accounting and Finance, Taxation, Marketing and Business Management.
- To develop students' accounting and finance competencies to become employable or to start their own entrepreneurial journey.

**Semester – III****1. BUSINESS LAW****Objectives:**

1. To provide a conceptual study about the framework of Indian Business Laws.
2. To orient students about the legal aspects of business

3. To familiarize students with case laws related to business

**Outcome:**

1. Practical exhibition and explanation of an understanding of the Legal Environment of Business.
2. Application of basic legal knowledge to business transactions.

**SEMESTER – IV**

**1. BUSINESS LAW- II**

**Objectives:**

1. To provide a conceptual study about the framework of Indian Business Laws.
2. To orient students about the legal aspects of business
3. To familiarize students with case laws related to business

**Outcome:**

1. Practical exhibition and explanation of an understanding of the Legal Environment of Business.
2. Application of basic legal knowledge to business transactions.

PROGRAMME NAME: **Bachelor of Commerce (B.Com)-Mathematics**

PROGRAMME CODE: UBCOM

**Programme Objective**

This program of BCom is structured to provide graduates with practical skills required in commerce and accounting field.

- The main objectives of BCom are:
- To provide intensive theoretical and practical knowledge.
- To provide an integrated perspective of management functioning along with a good amount of exposure to real life cases / technical knowhow.
- To train students with knowledge in the field of Accounting and Finance, Taxation, Marketing and Business Management.
- To develop students' accounting and finance competencies to become employable or to start their own entrepreneurial journey.

**Semester - I**

**1. MATHEMATICAL AND STATISTICAL TECHNIQUES – I**

**Objective:**

The main objective of this course is to introduce Mathematics and Statistics to under graduate students of commerce, so that they can use them in the field of Commerce and Industry to solve real life problems.

- 1) To inculcate quantitative aptitude or numerical ability, this is an integral part of almost all the competitive or entrance examinations.
- 2) To enhance creative thinking and logical thinking.
- 3) To make the learner aware about how to use statistical tools in data analysis.

**Outcome:**

After successful completion of the course the learner would be able to cater the needs of appearing entrance examinations for M.B.A., C.A., I.C.W.A., N.D.A, M.C.A etc.

Students will demonstrate the ability to apply analytical and theoretical skills to model and solve mathematical problems.

Students will demonstrate the ability to analyse data and draw appropriate statistical conclusions.

Recognize the importance and value of mathematical and statistical thinking, training, and approach to problem solving, on a diverse variety of disciplines.

**Semester - II****1. MATHEMATICAL AND STATISTICAL TECHNIQUES – II**

**Objective:** The main objective of this course is to introduce Mathematics and Statistics to under graduate students of commerce, so that they can use them in the field of Commerce and Industry to solve real life problems.

4) To inculcate quantitative aptitude or numerical ability, this is an integral part of almost all the competitive or entrance examinations.

5) To enhance creative thinking and logical thinking.

6) To make the learner aware about how to use statistical tools in data analysis.

**Outcome:** After successful completion of the course the learner would be able to cater the needs of appearing entrance examinations for M.B.A., C.A., I.C.W.A., N.D.A, M.C.A etc.

Students will demonstrate the ability to apply analytical and theoretical skills to model and solve mathematical problems.

Students will demonstrate the ability to analyse data and draw appropriate statistical conclusions.

Recognize the importance and value of mathematical and statistical thinking, training, and approach to problem solving, on a diverse variety of disciplines.

**SEMESTER – V****Discipline Specific Elective (DSE) (Any two of group A to E)****DIRECT & INDIRECT TAXES – PAPER I****1. ELEMENTS OF OPERATIONS RESEARCH**

1) The main objective of this course is to introduce Operations Research to under graduate students of commerce, so that they can use them in the field of Commerce and Industry to solve real life problems.

2) To learn various classifications and limitations of operations research techniques.

3) To explain different characteristics of operations research problems.

4) To demonstrate various applications of operations research in business and industry.

**Outcome:** After successful completion of the course the learner is expected to apply various operations research techniques in business and industry.

**2. COMPUTER SYSTEMS AND APPLICATIONS****Objective:**

1) The main objectives of learning computer are to prepare students for graduate training in some specialized area of computer applications, to prepare students for jobs in industry, business or government.

2) To enhance creative thinking and logical thinking.

3) To make the learner aware about how to use application software in data analysis.

**Outcome:**

Students will demonstrate the ability to analyse data and draw appropriate statistical conclusions using application based softwares.

After successful completion of the course the learner would be able to demonstrate the ability to apply practical knowledge to solve mathematical, statistical and financial problems.

## SEMESTER – VI

**Discipline Specific Elective (DSE) (Any *two* of group A to E)**

### **1. ELEMENTS OF OPERATIONS RESEARCH**

**Objective:**

- 1) The main objective of this course is to introduce Operations Research to under graduate students of commerce, so that they can use them in the field of Commerce and Industry to solve real life problems.
- 2) To learn various classifications and limitations of operations research techniques.
- 3) To explain different characteristics of operations research problems.
- 4) To demonstrate various applications of operations research in business and industry.

**Outcome:** After successful completion of the course the learner is expected to apply various operations research techniques in business and industry.

### **2.COMPUTER SYSTEMS AND APPLICATIONS**

**Objective:**

- 1) The main objectives of learning computer are to prepare students for graduate training in some specialized area of computer applications, to prepare students for jobs in industry, business or government.
- 2) To enhance creative thinking and logical thinking.
- 3) To make the learner aware about how to use application software in data analysis.

**Outcome:**

Students will demonstrate the ability to analyse data and draw appropriate statistical conclusions using application based softwares.

After successful completion of the course the learner would be able to

Demonstrate the ability to apply practical knowledge to solve mathematical, statistical and financial problems.

PROGRAMME NAME: **Bachelor of Commerce (B.Com)-Psychology**  
PROGRAMME CODE: UBCOM

### **Programme Objective**

This program of BCom is structured to provide graduates with practical skills required in commerce and accounting field.

- The main objectives of BCom are:
- To provide intensive theoretical and practical knowledge.
- To provide an integrated perspective of management functioning along with a good amount of exposure to real life cases / technical knowhow.
- To train students with knowledge in the field of Accounting and Finance, Taxation, Marketing and Business Management.
- To develop students' accounting and finance competencies to become employable or to start their own entrepreneurial journey.

### **SEMESTER – V**

**Discipline Specific Elective (DSE) (Any two of group A to E)**

**DIRECT & INDIRECT TAXES – PAPER I**

#### **2. PSYCHOLOGY OF HUMAN BEHAVIOR AT WORK**

##### **Objective:**

1. To impart knowledge and understanding of the basic concepts and modern trends in the field of Psychology of Human Work behaviour and to foster interest in the field.
2. To create awareness about the role and importance of Psychological factors and processes in the world of work.

##### **Outcome:**

- (a) Knowledge and understanding of the basic concepts and modern trends in the field of Psychology of Human Work behaviour.
- (b) Awareness about the role and importance of Psychological factors and processes in the world of work.

### **SEMESTER – VI**

**Discipline Specific Elective (DSE) (Any two of group A to E)**

#### **2. Psychology of Human Behaviour at Work**

##### **Objective:**

1. To impart knowledge and understanding of the basic concepts and modern trends in the field of Psychology of Human Work Behaviour and to foster interest in the field.

2. To create awareness about the role and importance of Psychological factors and processes in the world of work.

**Outcome:**

- (a) Knowledge and understanding of the basic concepts and modern trends in the field of Psychology of Human Work Behaviour.
- (b) Awareness about the role and importance of Psychological factors and processes in the world of work.

**PROGRAMME NAME: BA(MMC)BA Multi Media Mass Communication**

**PROGRAMME CODE: UBAMMC**

**PROGRAM OUTCOME-**

- Learners will acquire a competency in critical thinking skills, effective oral and written communication and technological know-how.
- Regular industry and alumni interface will prepare learners to varied life experiences and career choices.
- Graduates of the program will be lifelong learners empowered to respond responsibly and ethically to global industry demands and work alongside diversity.
- Learners will apply their class room understanding in internships and extra-curricular activities to critically evaluate their readiness for the industry.
- Learners will create, participate and lead service-learning projects that benefit the community at large which will enhance the learners' civic engagement, organizational skills and industry worthiness.
- Learners will develop an understanding and respect for copy right laws and intellectual property rights.

**Programme Specific Outcomes for BAMMC: Journalism**

- Learners demonstrate an in-depth knowledge of key journalistic concepts. Learners learn to differentiate between fake news and the real.
- Learners acquire the skill to create and design mass media products such as news stories, press releases, blogs and digital audio-video.
- Learners are equipped in traditional media such as reporting and broadcast journalism as well as in emerging media opportunities such as citizen and photo journalism to present unbiased commentary sensitive to human rights, gender and thought diversities.
- Learners appreciate originality and understand the consequences of plagiarism.
- Learners are equipped to acquire jobs in Public Relations, Content writing and Reporting, Self-Employment.
- Learners demonstrate readiness for post graduate programmes.

**Programme Specific Outcomes for BAMMC: Advertising**

- Learners demonstrate an in-depth knowledge of key advertising concepts.
- Learners acquire the skill to employ integrated marketing tools to suit diverse regional, national and world cultures.
- Learners are able to design advertising and marketing products on multimedia platforms.
- Learners are equipped to apply advertising standards of ethics while doing business.
- Learners demonstrate capability to acquire jobs in Digital Advertising Marketing, Client Servicing, Event Management, Self-Employment.
- Learners demonstrate readiness for post graduate programmes.

**SEMESTER: I**

**COURSE NAME: --- EFFECTIVE COMMUNICATION SKILLS- 1**

**COURSE OUTCOME-**

- Learners will improve listening, note taking, observational skills and become more knowledgeable about audience centred speaking.
- Learners will develop message generating and delivery skills.
- Learners will develop critical thinking and analytical skills

**COURSE NAME: --- MASS COMMUNICATION**

**COURSE OUTCOME-**

- After completion of the Mass Communication course, learners will know how to use mass media for communication and able to use new technologies.
- Learners should be able to analyse and discuss media message content, identify economic and cultural influences affecting mass media messages.
- Learners will understand media history and technology and their effects on existing messages.
- Develop an increased understanding and awareness of media influences on perceptions of multiculturalism and diversity.
- Learners will understand the evolving roles of social media messages on politics, behaviour, and culture.
- Learners will understand the effects of globalization and consolidation on the media.

**COURSE NAME: --- LANDMARK EVENTS OF THE WORLD AND INDIA - A MASS MEDIA APPROACH**

**COURSE OUTCOME-**

- Learners recognise the multi-faceted role media played in historical milestones and in changing power equations.
- Learners demonstrate a deeper appreciation of media tools in the making and recording of history and apply this knowledge in the understanding of current trends.
- Learners will apply an analytical approach to the causes and impact of historic events.

**COURSE NAME: --- INTRODUCTION TO ECONOMICS**

**COURSE OUTCOME-**

- After the successful completion of the course, learners should be able to have an understanding on the functioning of the government and its relation to Mass Media.
- After the successful completion of the course, learners should be able to determine feasible cost which are relevant in the advertising industry.
- Upon the successful completion, the study of economics should enable learners to address social and economic environments.

**COURSE NAME: ---INTRODUCTION TO SOCIOLOGY**

**COURSE OUTCOME-**

- After successful completion of the course the learners should be able to enhance his knowledge about society, social institutions, social stratification, social group, social change and social movement.
- After successful completion of the course the learners should be able to enhance his knowledge about analysing different types of society in Mumbai and in other regions also.

**COURSE NAME: --- INTRODUCTION TO COMPUTERS**

**COURSE OUTCOME-**

- After the successful completion of the course, learners should be able to use Office Suite and also to use Google Sheets and will be able to design basic images using desired software.

**SEMESTER: II**

**COURSE NAME: --- EFFECTIVE COMMUNICATIONS SKILLS -II**

**COURSE OUTCOME-**

- Learners will get competent in oral, written, and visual communication.

- Learners will get an understanding of opportunities in the field of media like Editing, Copywriting, Reporting and Translating.

**COURSE NAME: --- POLITICAL CONCEPTS AND THE INDIAN POLITICAL SYSTEM**

**COURSE OUTCOME-**

- Learners to appreciate the interdependency of politics and media and the need of a responsible press in a democracy.
- Learners will develop an understanding of current political trends
- Learners will demonstrate the capacity to apply a balanced approach to finding solutions to the political challenges of the day.

**COURSE NAME: --- INTRODUCTION TO LITERATURE**

**COURSE OUTCOME-**

- Studying literature and observing personal reactions to the literature will make learners more aware of his or her own values.
- The study of literature serves as a way to enrich the minds of learners and presents a way to improve the world not only through the beauty of its presence but through the ideas and tangible possibilities it possesses.

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**COURSE NAME: --- PRINCIPLES OF MARKETING**

**COURSE OUTCOME-**

- After the successful completion of the course, learners should be able to identify the impact of marketing on brands.
- After the successful completion of the course, learners should be able to provide a framework to evaluate marketing decisions and initiatives.

**COURSE NAME -PRINCIPLES OF MANAGEMENT**

**COURSE OUTCOME-**

- After the completion of this course, learners should develop a sound knowledge in the importance of collaborating with different teams.
- After the completion of this course, learners should also be abreast with the updated trends in Management which can facilitate learners to apply the core fundamentals concepts of management in the Media Industry.

**COURSE NAME: - MEDIA PSYCHOLOGY**

**COURSE OUTCOME-**

- After successful completion of the course the learners should be able to enhance his knowledge about branches of psychology, memory, personality theories, learning theories and social psychology of the media.
- After successful completion of the course the learners should be able to enhance the knowledge about opportunities in the field of media and communication.

**SEMESTER: III**

**COURSE NAME: --- INTRODUCTION TO PUBLIC RELATIONS**

**COURSE OUTCOME-**

- Learners acquire the importance of addressing the needs of all stakeholders in PR strategies.
- Learners will demonstrate the capacity to plan and execute PR promotional strategies for book launches, movie promotions etc.
- Learners will execute socially relevant PR drives in the city to promote civic consciousness.
- Learners identify an interesting and rewarding career opportunity on graduating.
- Is industry prepared for designing and leading PR campaigns both during normal times and during crisis

**COURSE NAME: --- MEDIA STUDIES****COURSE OUTCOME-**

- On successful completion of the course learners will understand the various Media Theories.
- Learners will understand how Media plays a role in shaping the way we think.
- Learners will understand the relevance of Global Information Infrastructure.
- Learners will get sensitized on various theories on cognitive learning. Racist ideologies will also be taught.
- On successful completion Learners will understand Magazine culture, Media power and political culture.
- Learners will be well versed with what is new media and its impact on our lives.
- Learners will also learn about contemporary media and Intellectual property rights.

**COURSE NAME: --- UNDERSTANDING CINEMA****COURSE OUTCOME-**

- The learners will learn to be critical viewers of movies today.
- The learners will encompass the knowledge from the ordinary factual documentary format to the most effective advertisements. Even corporate films to the most stereotype telecast of newsreels.
- Learners become better mass communicators utilizing cinema as medium.

**COURSE NAME: --- INTRODUCTION TO CULTURAL STUDIES****COURSE OUTCOME-**

- Learners demonstrate respect for cultural diversities and expressions.
- Learners appreciate the importance of glocalization in media expressions
- Learners are equipped to work in a diverse corporate culture both regionally and internationally

**COURSE NAME: ---CREATIVE WRITING****COURSE OUTCOME-**

- Learners will learn to use their writing to communicate with others effectively and to create meaningful interaction with their community.
- Learners will understand the value of developing creative writing skills and taking responsibility for their own learning in order to function most effectively as learners and workers.
- Learners will develop confidence with basic mechanics of writing so that learners can use them as tools to enhance communication skills.

**COURSE NAME – ADVANCE COMPUTERS****COURSE OUTCOME-**

- On successful completion of the course, learners will be able to design a basic website with multimedia objects embedded in it.
- On successful completion of the course, learners will be able to perform various operations on an audio or a video file.

**SEMESTER: IV****COURSE NAME: ---PHOTOGRAPHY & PRINT PRODUCTION****COURSE OUTCOME-**

- The learners shall acquire the art of seeing through the formal training in language of camera and shall be employable in industry as photojournalist.
- The learners shall make his career in cinematography or can find fortune in commercial photography required for advertising & packaging.
- Learners will understand a good visualization and help to see fine details that lead to developing narrative skills in content writing.

**COURSE NAME :--- INTRODUCTION TO JOURNALISM**

**COURSE OUTCOME-**

- Learners demonstrates an understanding of the history and role of professionals and institutions in shaping journalism.
- The learners inks and writes independently, creatively and ethically using the tools of journalism.

**COURSE NAME:--- INTRODUCTION TO ADVERTISING**

**COURSE OUTCOME-**

- Learners demonstrates an understanding of the history and role of professionals and institutions in shaping the advertising industry.
- Learners acquires an appreciation of different advertising methods and each of their relevance.
- Learners becomes skilled in applying different advertising tools in an ethical and effective manner.

**COURSE NAME: --- TV & RADIO**

**COURSE OUTCOME-**

- After completion of TV and Radio course, learners will learn how to communicate effectively by using various media; Learners will develop their creative voices for Radio and TV.
- Learners will acquire a theoretical, historical, conceptual and critical understanding of radio, television.
- Learners will learn how to create quality audio, video work using current and evolving technologies.

**COURSE NAME: --- ORGANISATIONAL BEHAVIOUR**

**COURSE OUTCOME-**

- Helps learners in finding the right mix of talents and working styles required for achievement of the task at hand.
- Useful for learners in understanding and designing the communication channels and leadership structures that can reinforce organizational culture.
- The subject will assist in fostering leadership, pro-activity and creative problem-solving techniques in learners

**COURSE NAME: --- MASS MEDIA RESEARCH**

**COURSE OUTCOME-**

- After the successful completion of the course, learners should be able to generalise statements and verify facts which helps to generate new facts and opinion which is relevant in advertising and journalism.
- After the successful completion of the course, learners should be able to use research in theoretical areas in order to attempt to describe the media, to analyse media effects on consumers, to understand audience behaviour.

**SEMESTER: V - Journalism**

**COURSE NAME: ----DIGITAL MEDIA(ADVERTISING AND JOURNALISM)**

**COURSE OUTCOME-**

- By the end of the semester learners will be equipped with all the ongoing terminologies of digital media.
- Learners will also be able to set the campaigns on different platforms including FB, Instagram, LinkedIn & Twitter.
- Learners will be able to talk to the industry people confidently.

**COURSE NAME:--- JOURNALISM AND PUBLIC OPINION**

**COURSE OUTCOME-**

- After successful completion of the course learners will be in a position to understand various Media theories and their application in shaping opinions.

- Learners will be able to analyse the impact of media on socio political issues.
- Learners will be able to assess the importance of Media vis a vis the public
- The various policies such as Nuclear policy, economic policy and Foreign Policy and their importance will be understood by the learners.
- After successful completion of the course learners will be able to understand how public opinion can translate into public participation with respect to international terrorism.
- Learners will get an understanding about the role of media in shaping public opinion during conflicts.
- The role of social media in mobilizing support for a particular cause will also be clearly understood by the learners.

**COURSE NAME :--- INDIAN REGIONAL JOURNALISM**

**COURSE OUTCOME-**

- By the end of the course learners would understand and appreciate the factors and individuals that influenced the course of regional media in India.

**COURSE NAME:--- GLOBAL AND NEW MEDIA**

**COURSE OUTCOME-**

- At the end of the course learners will get firm overview of the global media systems and the stranglehold of the global media conglomerates.
- Learners will also get an insight into the media profile and status of freedom of specific countries from across continents.

**COURSE NAME: --- REPORTING**

**COURSE OUTCOME-**

- Learners are skilled to conduct research and evaluate information using ethical standards in the business of journalism.
- Learners acquire the knowledge and application of tools that help surmount obstacles in investigative journalism.
- Learners think and write creatively and independently using the tools of accuracy, balance and clarity of reporting.
- Learners demonstrate the capacity to become the voice of the voiceless through citizen journalism

**COURSE NAME:--- CROSS MEDIA WRITING & EDITING-1**

**COURSE OUTCOME-**

- On successful completion of the course learners would hone the skill of writing with precision and clarity.
- Learners would specifically pick up the art of framing questions, headlines and captions.

**SEMESTER: V – Advertising**

**COURSE NAME:--- BRAND BUILDING**

**COURSE OUTCOME-**

- Learners will understand the awareness and growing importance of Brand Building.
- Learners will come to know how to build, sustain and grow brands.
- Learners will come to know the various new way of building brands.
- Learners will come to know about the global perspective of brand building.

**COURSE NAME:--- ADVERTISING IN CONTEMPORARY SOCIETY**

**COURSE OUTCOME-**

- Learners demonstrate sensitivity to gender and age factor while creating ad copies.
- Learners create advertising and social marketing campaigns independently.

- Learners appreciate the need for globalization in an increasingly global world.

**COURSE NAME:--- CONSUMER BEHAVIOUR**

**COURSE OUTCOME-**

- After the successful completion of the course, learners should be able to gauge the fact that the ultimate market leader are the consumers and thus, the need to influence consumers through marketing adds value to marketers and consumers.
- After the successful completion of the course, learners should analyse that in the ever-changing market scenario.
- Learners should be able to understand the need for marketers to relate internal dynamics such as personality, perception, learning motivation and attitude to the choices consumers make which thus leads to changes in the market.

**COURSE NAME: ---MEDIA PLANNING AND BUYING**

**COURSE OUTCOME-**

- Learners will be having a complete understanding on how are the secondary sources used to plan media.
- Learners would have understood all the key media terminologies which can help them to do an interaction with the industry people
- Learners will also know how to read and make a basic media Plan by themselves.

**COURSE NAME:--- COPYWRITING**

**COURSE OUTCOME-**

- After completion of the course, the learners should be able to present his/her idea through words in a simple and cohesive manner.
- After completion of the course, the learners should be able to convey about the company, product, or service in a tonality that is best suited, using the right appeals without diluting the brand.

**SEMESTER: VI – Journalism**

**COURSE NAME:--- CONTEMPORARY ISSUES (ADVERTISING AND JOURNALISM)**

**COURSE OUTCOME-**

- Learners **appreciate** the importance of contemporary issues in the media industry.
- Learners applies this understanding in creating advertising copies.
- Learners demonstrate broad knowledge of current issues in reporting.
- Learners critically analyse the role played by communities in nurturing human rights using a collaborative approach.
- Learners adopt a fact finding and problem-solving method to modern day challenges and opportunities.

**COURSE NAME: --- Newspaper and Magazine Making**

**COURSE OUTCOME-**

- The learner shall understand the efforts and discipline that industry needs ,be industry ready as the journalism is team work.
- The learner shall be able to make his career into independent visualiser in a leading publication & be a part of design strategy.
- A formal knowledge of design shall take the learner to the position of Art Director in magazine design & layout.

**COURSE NAME: --- PRESS LAWS AND ETHICS**

**COURSE OUTCOME-**

- Learners develop a case study approach in understanding the legal environment in contemporary India with reference to the news media.

- Learners demonstrate the readiness to apply ethical practices in the news media industry

**COURSE NAME: --- BROADCAST JOURNALISM**

**COURSE OUTCOME-**

- On successful completion of the course the learners would have the skills and understanding required in the broadcast industry.

**COURSE NAME: --- BUSINESS MAGAZINE JOURNALISM**

**COURSE OUTCOME-**

- After successful completion the learners will be able to understand and get an overview of the financial systems in India.
- Learners will understand how the Banking sector operates. The use of Modern technology in Banking. Learners will understand how the Budget is prepared and its importance. The importance of subsidies will be understood.
- After successful completion learners will understand Environmental issues, global warming ozone depletion.
- Learners will be sensitized with civic issues.
- The learners will also get an understanding of how financial scams take place and the learning of the scams.
- Learners will understand how the world bank operates and other international banks such as Asian Development Bank.
- The stock exchange operations will also be taught to the learners.

**COURSE NAME:--- NEWS MEDIA MANAGEMENT**

**COURSE OUTCOME-**

- Will help learners in understanding the moral and social responsibility dimensions of corporate media governance.
- Will help learners in describing the corporate media governance and their functioning.

**COURSE NAME:--- CROSS MEDIA WRITING & EDITING 2**

**COURSE OUTCOME-**

- On successful completion of the course the learners would have the skill of developing story ideas into features.
- Learners would learn how to inject a flow in the language and structure of a story.

**SEMESTER: VI – Advertising**

**COURSE NAME: --- ADVERTISING DESIGN**

**COURSE OUTCOME-**

- The learners shall come out as visually enlightened individuals who are capable of presenting the ideas effectively through illustrations and able of handling effective communication designs.
- Learners shall find a career in industry as peripheral adviser in communication or can be a part of strategic team in an advertising agency.
- Learners shall develop the skill further and be an entrepreneur or a self-employed designer.

**COURSE NAME: --- LEGAL ENVIRONMENT AND ADVERTISING ETHICS**

**COURSE OUTCOME-**

- Learners get a better understanding and become conscious about the do's and don'ts of advertising.
- Learners get detailed idea about the intricacies in advertising.

**COURSE NAME: --- FINANCIAL MANAGEMENT FOR MARKETING AND ADVERTISING**

**COURSE OUTCOME-**

- After the successful completion of the course, learners develop an understanding of the need for financial planning through budgets and their benefits.
- After the successful completion of the course, learners learn to evaluate the financial implications of marketing decisions through simple analytical tools.

**COURSE NAME: --- PRINCIPLES AND PRACTICES OF DIRECT MARKETING**

**COURSE OUTCOME-**

- Learners will understand awareness and growing importance of Direct Marketing
- Learners will understand use of various direct marketing techniques (traditional and modern) for reaching to ultimate customers and build up customer loyalty and database management
- Learners will get an insight on Direct Marketing activities on various platforms and its emerging significance in business.

**COURSE NAME: --- AGENCY MANAGEMENT**

**COURSE OUTCOME-**

- Learners will be able to work within the different departments of Agencies as learners will have a basic knowledge of all the departments.

**COURSE NAME -ADVERTISING AND MARKETING RESEARCH**

**COURSE OUTCOME-**

Upon learning the various techniques in advertising research, Learners should be able to develop their creative and research skills which should enable them to create better ads that are consumer and market specific

**PROGRAMME NAME: BCOM (BANKING AND INSURANCE)**

**PROGRAMME CODE: UCBBI**

**PROGRAM OUTCOME:**

The B.Com (Banking and Insurance) Programme will provide a learner an in-depth knowledge of the skills required to take up jobs in the Banking and Insurance sector. The learner shall enhance his:

- Analytical Skills
- Mathematical Skills
- Investment Skills
- Knowledge on various methods and techniques that will help them in understanding the functioning of banking and Insurance sector in detail
- Exposure to practical applications for future career.

**SEMESTER: I**

**COURSE NAME: BUSINESS COMMUNICATION**

**COURSE OUTCOME:**

After successful completion of the course the learner should be able to enhance his Listening, Speaking, Reading and Writing skills to meet the challenges of the Corporate World.

**COURSE NAME: PRINCIPLES OF MANAGEMENT**

**COURSE OUTCOME:**

On completion of this course, the students will be able to understand the concepts related to Business and demonstrate the roles, skills and functions of management. They will be in a position to understand the complexities associated with management of human resources in the organizations and integrate the learning in handling these complexities.

**COURSE NAME: FOUNDATION COURSE-I**

**COURSE OUTCOME:**

After successful completion of the course the learner should be able to appreciate the importance of the Constitution of India as well as the exemplary contribution of Dr. B.R. Ambedkar. The learners should also have a general awareness of human rights and political processes of our country. The learners should develop a deeper sensitisation towards disparity issues.

**COURSE NAME: BUSINESS ECONOMICS**

**COURSE OUTCOME:**

The learner will develop a clear understanding of dealing with business situations. This subject will give a deep insight into the micro economic concepts related to business.

**COURSE NAME: FINANCIAL ACCOUNTING**

**COURSE OUTCOME:**

After successful completion of the course the learner will have conceptual learning of financial accounting and will be able to enhance his practical knowledge of maintaining books of accounts and preparation of final accounts. Understand the entries in books for issue of Shares and Debentures.

**COURSE NAME: ENVIRONMENT AND MANAGEMENT OF FINANCIAL SERVICES**

**COURSE OUTCOME:**

After successful completion of the course the learner should be able to appreciate the history, growth and importance of Indian financial system and its position vis-à-vis developed banking, insurance and financial markets.

**COURSE NAME: QUANTITATIVE METHODS**

**COURSE OUTCOME:**

After successful completion of the course the learner should be able to appreciate the importance of application of statistical techniques in business. The learners should also have an ability of using various statistical measures. The learners should develop a deeper way of interpreting data and drawing useful inferences.

## **SEMESTER: II**

**COURSE NAME: BUSINESS COMMUNICATION-II**

**COURSE OUTCOME:**

After successful completion of the course the learner should be able to enhance his Presentation, Listening, group communication and Writing skills to meet the challenges of the Corporate World.

**COURSE NAME: ORGANISATIONAL BEHAVIOUR**

**COURSE OUTCOME:**

After successful completion of the course the learner will be better equipped to understand the Organisational structure of companies. The learner will be able to appreciate the importance of application of theories of motivation, satisfaction etc in business. The learners will develop an ability of understanding organisational behaviour in increasing productivity and accomplishing goals of the organisation.

**COURSE NAME: FOUNDATION COURSE-II**

**COURSE OUTCOME:**

The learner will be sensitized towards broader issues of society such as globalisation and human rights. The learner will develop a holistic attitude by becoming aware of the environment. In the modern society with problems like conflict and stress, the learner will be better equipped to understand and manage these critical issues. The learners will develop an ability of handling these life situations.

**COURSE NAME: BUSINESS LAW**

**COURSE OUTCOME:**

The learner will be able to understand the Legal Environment of Business and application of basic legal knowledge to business transactions. The students would be able to communicate effectively using standard business and legal terminology.

**COURSE NAME: FINANCIAL ACCOUNTING-II**

**COURSE OUTCOME:**

After successful completion of the course the learner will have conceptual learning of valuation of goodwill and shares. The learner will be able to enhance his practical knowledge of redemption of debentures.

**COURSE NAME: PRINCIPLES AND PRACTICES OF BANKING AND INSURANCE**

**COURSE OUTCOME:**

After successful completion of the course the learner will have Understanding of the risks faced by banks and ways to overcome them. Understand the difference between Life & Non-Life Insurance and to choose life insurance policies based on their needs

**COURSE NAME: QUANTITATIVE METHODS-II**

**COURSE OUTCOME:**

After successful completion of the course the learner should be able to appreciate the importance of application of statistical techniques in business. The learners would be able to develop understanding of research process. The learners would develop a deeper understanding of application of statistics in research.

### **SEMESTER: III**

**COURSE NAME: FINANCIAL MARKETS**

**COURSE OUTCOME:**

At the end of this course students should be able to understand the elements of financial markets in India. The learners will get an insight on the functioning of various types of markets in the Indian financial system. Gain in-depth awareness of derivatives and commodities market.

**COURSE NAME: INFORMATION TECHNOLOGY IN BANKING AND INSURANCE-I**

**COURSE OUTCOME:**

After successful completion of the course the learner will be better equipped to understand the electronic business and banking aspects. The learners will also be able to apply Microsoft excel tools in field of banking and insurance.

**COURSE NAME: FINANCIAL MANAGEMENT-I**

**COURSE OUTCOME:**

The learner will be able to describe the dimensions of performance and risk relevant to financial firms. The learner can apply measures of financial performance through techniques like capital budgeting.

**COURSE NAME: MANAGEMENT ACCOUNTING**

**COURSE OUTCOME:**

The learner will be able to understand and apply managerial decisions using the techniques of Management accounting like ratios, trends, comparative studies etc.

**COURSE NAME: DIRECT TAXATION**

**COURSE OUTCOME:**

After successful completion of the course the learner will have conceptual learning of residential status and terms of taxation laws. The learner will be able to enhance his practical knowledge of computation of income and tax under various heads.

**COURSE NAME: RISK MANAGEMENT**

**COURSE OUTCOME:**

After successful completion of the course the learner will have Understanding of the risks faced by banks and ways to overcome them. Understand the types of capital and credit risk along with ways to mitigate the risk.

**COURSE NAME: FOUNDATION COURSE-III (HUMAN RESOURCE MANAGEMENT)**

**COURSE OUTCOME:**

After successful completion of the course the learner should be able to appreciate the importance managing human resource in an organisation. The learners would be able to develop understanding of planning, recruitment, training and development.

### **SEMESTER: IV**

**COURSE NAME: CORPORATE & SECURITIES LAW**

**COURSE OUTCOME:**

After successful completion of the course the learners should be able to enhance their knowledge on company law, functioning of stock exchanges and SEBI.

**COURSE NAME: INFORMATION TECHNOLOGY IN BANKING AND INSURANCE-II**

**COURSE OUTCOME:**

After successful completion of the course the learner will be better equipped to understand the concept of E-banking business models. The learners will develop an ability of applying Ms-office and banking in IT.

**COURSE NAME: FINANCIAL MANAGEMENT-II**

**COURSE OUTCOME:**

The learner will be in a position to understand the concept of working capital and its various components. The learners will develop an ability of making financial planning, financial policies and develop strategies for corporates.

**COURSE NAME: COST ACCOUNTING**

**COURSE OUTCOME:**

The learner will be able to understand importance of cost accounting in selected companies. The students would be able to prepare cost sheet and apply standard costing technique in minimizing the wastages and reduce the cost of the product.

**COURSE NAME: BUSINESS ECONOMICS-II**

**COURSE OUTCOME:**

The learner will develop a clear understanding of dealing with business situations at macro level. This subject will give a deep insight into the macroeconomic concepts related to business along with understanding of factors influencing the Indian economy.

**COURSE NAME: BUSINESS ETHICS AND CORPORATE GOVERNANCE**

**COURSE OUTCOME:**

After successful completion of the course the learner will have understanding of business ethic and corporate governance in general and in context of banking and insurance sector. The students will be sensitized towards the issues of corruption and ways to reduce it.

**COURSE NAME: FOUNDATION COURSE-IV (INTRODUCTION TO INTERNATIONAL BUSINESS)**

**COURSE OUTCOME:**

After successful completion of the course the learner should be able to appreciate the importance of trading at international levels. The learners would be able to develop understanding of international trade process. The learners would develop a deeper understanding marketing and human resource at international platform.

### **SEMESTER: V**

**COURSE NAME: INTERNATIONAL BANKING AND FINANCE**

**COURSE OUTCOME:**

After successful completion of the course the learner should be able to enhance his knowledge about the fundamental of international finance and gain awareness about capital markets, foreign exchange markets and international operations of business.

**COURSE NAME: RESEARCH METHODOLOGY**

**COURSE OUTCOME:**

After successful completion of the course the learner will be able to apply the concept of research in real life problems. The learner will be able to appreciate the importance of research in all sectors and in particular relating to problems of banking and insurance sector. The learners will develop an ability of understanding techniques of analysing statistical data and its interpretation

**COURSE NAME: ACTUARIAL ANALYSIS IN BANKING AND INSURANCE**

**COURSE OUTCOME:**

The learner will be made aware about the growing importance of actuarial science in the field of insurance sector. The learners will develop an ability of applying mathematical and statistical models in arriving at the value of claims.

**COURSE NAME: FINANCIAL REPORTING ANALYSIS**

**COURSE OUTCOME:**

The learner will be able to understand the format of final accounts prepared by Banking and Insurance. The students would be able to prepare and interpret cash flow statements made by the corporates.

**COURSE NAME: AUDITING-I**

**COURSE OUTCOME:**

After successful completion of the course the learner will have practical knowledge of conducting audit in a pre-defined procedure.

The learner will be able to enhance his practical knowledge of conducting audit in business organisations.

**COURSE NAME: FINANCIAL SERVICES MANAGEMENT**

**COURSE OUTCOME:**

After successful completion of the course the learner will have practical knowledge of conducting audit in a pre-defined procedure.

The learner will be able to enhance his practical knowledge of conducting audit in business organisations.

**COURSE NAME: STRATEGIC MANAGEMENT (elective)**

**COURSE OUTCOME:**

After successful completion of the course the learner should be able to enhance his knowledge on the importance of strategies to fulfil long term and short goals of the management of the organisation

**COURSE NAME: WEALTH MANAGEMENT (elective)**

**COURSE OUTCOME:**

After successful completion of the course the learner should be able to enhance his knowledge on the importance of wealth management for individuals and companies and various methods of managing wealth for retirement and estate properties.

## **SEMESTER: VI**

**COURSE NAME: CENTRAL BANKING**

**COURSE OUTCOME:**

After successful completion of the course the learner should be able to enhance his knowledge on the functioning of central bank not only in India but also in other countries of the globe

**COURSE NAME: INTERNSHIP BASED PROJECT**

**COURSE OUTCOME:**

The internship-based project report will give an opportunity to the students to acquaint them with practical exposure and application of the syllabus studied at under-graduate level. Students will develop the habit of

writing an project report which in turn in making them industry ready as they are highlighting the key learning from their experience.

**COURSE NAME: MARKETING IN BANKING AND INSURANCE**

**COURSE OUTCOME:**

The learner will become aware of importance of marketing in today's era.

The learner will understand the various patterns of consumer behaviour. The learners will be able to implement e-marketing in their real-life business models.

**COURSE NAME: SECURITY ANALYSIS AND PROTFOLIO MANAGEMENT**

**COURSE OUTCOME:**

The learner will be able to understand the concept, process and valuation of portfolio management.

The students would be able to apply fundamental and technical analysis using various models like CAPM.

**COURSE NAME: AUDIITNG-II**

**COURSE OUTCOME:**

After successful completion of the course the learner will have working knowledge of audit of Corporates, Banks and Insurance companies.

The learner will be able to enhance his practical knowledge of upcoming fields in auditing.

**COURSE NAME: BANKING ASPECTES IN BUSINESS**

**COURSE OUTCOME:**

After successful completion of the course the learner will have Uunderstanding of the entrepreneurship management, turnaround management and methods of corporate restructuring.

**COURSE NAME: MUTUAL FUND (elective)**

**COURSE OUTCOME:**

After successful completion of the course the learner will have Uunderstanding of the types, functioning of mutual fund and will be able to take decisions about which MF are suited for which category of people.

**COURSE NAME: CORPORATE RESTRUCTURING (elective)**

**COURSE OUTCOME:**

After successful completion of the course the learner will have Uunderstanding of various methods of corporate restructuring done by the corporates to become more sustainable in future.

**PROGRAMME NAME: B. Com Financial Markets (BFM)**

**PROGRAMME CODE: UCBFM**

**PROGRAMME OUTCOME**

The B.Com (Financial Markets) Programme will provide a learner an in-depth knowledge of the skills required to take up jobs in the BFSI sector. The learner shall enhance his:

- Analytical Skills
- Mathematical Skills
- Investment Skills
- Knowledge on various methods and techniques that will help them in understanding the functioning of capital market in detail
- Exposure to practical applications for future career.

### **SEMESTER I**

**1. COURSE NAME: BUSINESS COMMUNICATION-I**

**COURSE OUTCOME**

After successful completion of the course the learner should be able to enhance his Listening, Speaking, Reading and Writing skills to meet the challenges of the Corporate World

**2. COURSE NAME: BUSINESS ENVIRONMENT**

**COURSE OUTCOME**

After successful completion of the course the student should be able to enhance his knowledge about external and internal environment of business, its sustainable

development and the strategies to overcome challenges of international business.

**3. COURSE NAME: FOUNDATION COURSE –I**  
**COURSE OUTCOME**

After successful completion of the course the learner should be able to appreciate the importance of the Constitution of India as well as the exemplary contribution of Dr. B.R. Ambedkar. The learners should also have a general awareness of human rights and political processes of our country. The learners should develop a deeper sensitisation towards disparity issues.

**4. COURSE NAME: BUSINESS ECONOMICS-I**  
**COURSE OUTCOME**

The learner will develop a clear understanding of dealing with business situations. This subject will give a deep insight into the micro economic concepts related to business.

**5. COURSE NAME: FINANCIAL ACCOUNTING-I**  
**COURSE OUTCOME**

After successful completion of the course the learner will have conceptual learning of financial accounting and will be able to enhance his practical knowledge of maintaining books of accounts and preparation of final accounts.

**6. COURSE NAME: INTRODUCTION TO FINANCIAL SYSTEMS**  
**COURSE OUTCOME**

After successful completion of the course the learner should be able to appreciate the history, growth and importance of Indian financial system and its position vis-à-vis developed financial markets.

**7. COURSE NAME: BUSINESS MATHEMATICS**  
**COURSE OUTCOME**

After successful completion of the course the learner should be able to appreciate the importance of application of mathematical techniques in business. The learners should also have an ability of calculating income on investments. The learners should develop a deeper mathematical thinking.

## **SEMESTER II**

**1. COURSE NAME: BUSINESS COMMUNICATION-II**  
**COURSE OUTCOME**

After successful completion of the course the learner should be able to enhance his Presentation, Listening, group communication and Writing skills to meet the challenges of the Corporate World.

**2. COURSE NAME: ACCOUNTING IN CORPORATE ENVIRONMENT**  
**COURSE OUTCOME**

After successful completion of the course the learner will be better equipped to understand the capital structure of companies. The learner will be able to appreciate the importance of application of accounting techniques in business. The learners will develop an ability of understanding capital raising for corporates.

**3. COURSE NAME: FOUNDATION COURSE –II**  
**COURSE OUTCOME**

The learner will be sensitized towards broader issues of society such as globalisation and human rights. The learner will develop a holistic attitude by becoming aware of the environment.

**4. COURSE NAME: COMPUTER SKILLS-I**

**COURSE OUTCOME**

The learner will be able to understand the concept of computer hardware and become well versed with Windows and Excel 2013 by working practically through the Lab sessions.

**5. COURSE NAME: FINANCIAL ACCOUNTING-II**

**COURSE OUTCOME**

After successful completion of the course the learner will have conceptual learning of corporate accounting and investment accounting. The learner will be able to enhance his practical knowledge of computerized accounting.

**6. COURSE NAME: PRINCIPLES OF MANAGEMENT**

**COURSE OUTCOME**

After successful completion of the course the learner will have conceptual learning of management principles and practical application of these rules. The learner will be able to enhance his ability of working in teams and group decision making.

**7. COURSE NAME: BUSINESS STATISTICS**

**COURSE OUTCOME**

After successful completion of the course the learner should be able to appreciate the importance of application of statistical techniques in business. The learners would be able to develop understanding of research process. The learners would develop a deeper understanding of application of statistics in research.

**SEMESTER III**

**1. COURSE NAME: MANAGEMENT ACCOUNTING**

**COURSE OUTCOME**

After successful completion of the course the learner will have conceptual learning of management accounting and financial statement analysis. The learner will be able to enhance his practical knowledge of analysis and interpretation of accounts.

**2. COURSE NAME: FOUNDATION COURSE – III (MONEY MARKET)**

**COURSE OUTCOME**

After successful completion of the course the learner will have conceptual learning of operations of money market. The learner will be able to enhance his knowledge of Indian Money Market.

**3. COURSE NAME: DEBT MARKETS-I**

**COURSE OUTCOME**

After successful completion of the course the learner should be able to enhance his knowledge on evolution of debt market and its importance in the Indian financial market. The subject will also make the learner understand bond mathematics and yield curve analysis.

**4. COURSE NAME: EQUITY MARKETS-I**

**COURSE OUTCOME**

After successful completion of the course the learner will have a deep knowledge of the equity market and its importance for a developing country like India.

**5. COURSE NAME: COMMODITY MARKET**

**COURSE OUTCOME**

After successful completion of the course the learner should be able to enhance his knowledge on evolution of commodity market and its importance in the Indian financial market. The subject will also make the

learner understand the functioning of commodity exchanges.

**6. COURSE NAME: COMPUTER SKILLS-II**

**COURSE OUTCOME**

After successful completion of the course the learner should be able to enhance his knowledge on advanced spread sheet and data base management systems. They will develop a practical knowledge on inserting graphic in a spreadsheet and all modern E business software systems.

**7. COURSE NAME: BUSINESS LAW-I**

**COURSE OUTCOME**

After successful completion of the course the learner will have holistic knowledge of Indian Contract Act, Negotiable Instruments Act and will have a knowledge of special contracts.

**SEMESTER IV**

**1. COURSE NAME: CORPORATE FINANCE**

**COURSE OUTCOME**

After successful completion of the course the learner should be able to enhance his knowledge on Corporate Financial Activities and its planning and control. They will develop a practical knowledge on calculation of Cost of Capital.

**2. COURSE NAME: FOUNDATION COURSE-IV (FOREIGN EXCHANGE MARKET)**

**COURSE OUTCOME**

After successful completion of the course the learner should be able to enhance his knowledge on various aspects of foreign exchange market. They will develop a practical knowledge on exchange rate, margin and usefulness of contracts.

**3. COURSE NAME: DEBT MARKET-II**

**COURSE OUTCOME**

After successful completion of the course the learner should be able to enhance his knowledge on various aspects of debt market. They will develop a practical knowledge on valuation and portfolio management.

**4. COURSE NAME: EQUITY MARKET-II**

**COURSE OUTCOME**

After successful completion of the course the learner should be able to enhance his knowledge on various aspects of equity market. They will develop a practical knowledge on fundamental, technical and statistical analysis of share price movement.

**5. COURSE NAME: COMMODITY DERIVATIVES**

**COURSE OUTCOME**

After successful completion of the course the learner should be able to enhance his knowledge on various aspects of derivatives. They will develop a practical knowledge on concepts of margin and commission.

**6. COURSE NAME: BUSINESS ECONOMICS-II**

**COURSE OUTCOME**

After successful completion of the course the learner should be able to enhance his knowledge on various aspects of macroeconomics. They will

develop a practical knowledge on working of monetary and fiscal policy.

**7. COURSE NAME: BUSINESS LAW-II**

**COURSE OUTCOME**

After successful completion of the course the learner should be able to enhance his knowledge on various aspects of Companies, Intellectual property and consumer protection. They will develop a practical knowledge on working of companies and partnership firms.

**SEMESTER V**

**1. COURSE NAME: FINANCIAL DERIVATIVES**

**COURSE OUTCOME**

After successful completion of the course the learner should be able to enhance his knowledge on various aspects of financial derivatives. They will develop a practical knowledge on futures and options trading.

**2. COURSE NAME: BUSINESS ETHICS AND CORPORATE GOVERNANCE**

**COURSE OUTCOME**

After successful completion of the course the learner should be able to enhance his knowledge on various aspects of ethics and corporate governance. They will develop a substantial knowledge on legislative framework of Corporate Governance in India.

**3. COURSE NAME: CORPORATE ACCOUNTING**

**COURSE OUTCOME**

After successful completion of the course the learner will have conceptual learning of management accounting and financial statement analysis. The learner will be able to enhance his practical knowledge of analysis and interpretation of accounts.

**4. COURSE NAME: EQUITY RESEARCH**

**COURSE OUTCOME**

After successful completion of the course the learner should be able to enhance his knowledge on various aspects of market research as well as equity research. They will develop a substantial knowledge on various theories of research and company, industry and economy analysis. This course will enable them to get professional knowledge on the role of a research analyst.

**5. COURSE NAME: DIRECT TAX-INCOME TAX**

**COURSE OUTCOME**

After successful completion of the course the learner should be able to enhance his knowledge on various aspects of direct tax-income tax. They will develop a substantial knowledge on heads of income, deductions under VI A and computation of taxable income of individuals.

**6. COURSE NAME: MARKETING IN FINANCIAL SERVICES**

**COURSE OUTCOME**

After successful completion of the course the learner should be able to enhance his knowledge on various aspects of services and issues in service marketing. They will be able to get understanding of ways to deal with the challenges of service marketing.

**7. COURSE NAME: TECHNICAL ANALYSIS**

**COURSE OUTCOME**

After successful completion of the course the learner should be able to enhance his knowledge on movement of stocks of different industries. The course highlights the importance of understanding the do's and don'ts in trading. It also emphasizes on the importance of discipline in trading.

**8. COURSE NAME: BUSINESS VALUATION**

**COURSE OUTCOME**

After successful completion of the course the learner should be able to enhance his knowledge on role of valuation in business acquisition. The course provides practical understanding of valuation through practical problems.

**SEMESTER VI**

**1. COURSE NAME: RISK MANAGEMENT**

**COURSE OUTCOME**

After successful completion of the course the learner should be able to enhance his knowledge on risk evaluation. The course provides practical understanding of measuring risk.

**2. COURSE NAME: INTERNSHIP BASED PROJECT WORK**

**COURSE OUTCOME**

The learners will be able to get practical exposure on the courses that they have learnt in the undergraduate programme. It will give them an opportunity to understand the skills required to be successful in career.

**3. COURSE NAME: VENTURE CAPITAL AND PRIVATE EQUITY**

**COURSE OUTCOME**

After successful completion of the course the learner should be able to enhance his knowledge on getting funds through private equity. The course provides practical understanding of venture capital.

**4. COURSE NAME: STRATEGIC CORPORATE FINANCE**

**COURSE OUTCOME**

After successful completion of the course the learner will be able to enhance his knowledge on relevance of strategic costing. The course provides knowledge of various sources of capital and financial due diligence.

**5. COURSE NAME: INDIRECT TAX –GST**

**COURSE OUTCOME**

After successful completion of the course the learner will be able to enhance his knowledge on evolution and implementation of GST in India. The course provides knowledge of various aspects of levy and collection of GST.

**6. COURSE NAME: ORGANISATIONAL BEHAVIOUR**

**COURSE OUTCOME**

After successful completion of the course the learner will be able to enhance his

knowledge on organizational culture and organizational culture. The course provides knowledge of conflict management, stress management and time management.

**7. COURSE NAME: MUTUAL FUND MANAGEMENT**

**COURSE OUTCOME**

After successful completion of the course the learner will be able to enhance his knowledge on investment in mutual funds. The course provides knowledge of SIP, STP and SWP.

**8. COURSE NAME: CORPORATE RESTRUCTURING**

**COURSE OUTCOME**

After successful completion of the course the learner will be able to enhance his knowledge on corporate restructuring. The course provides knowledge of post-merger reorganization.

**PROGRAMME NAME: Bachelor of Management Studies**

**PROGRAMME CODE: UBMS**

**PROGRAM OUTCOME**

**Upon graduation, BMS students will be able to:**

1. Apply knowledge of management theories and practices to solve business problems.
2. Foster critical and analytical based thinking for decision making at the workplace.
3. Develop leadership ability to manage diverse situations.
4. Ability to develop teams and manage teams effectively.
5. Develop strong foundation for Higher Studies.
6. Develop entrepreneurial skills.

**SEMESTER: I**

**COURSE NAME: Business Communication – 1**

**COURSE OUTCOME**

1. The learner is able to identify the key principles in Business Communication
2. The learner should use appropriate channels of written communication in business

**COURSE NAME – Foundation Course –I**

**COURSE OUTCOME-**

1. The learner is able to analyze the constitutional framework and its duties as a citizen of India
2. The learner becomes aware about the different political aspects in urban and rural areas

**COURSE NAME - Foundation of Human Skills**

**COURSE OUTCOME-**

1. It makes students aware about a personal development and life skill
2. The student is able to demonstrate knowledge of personal belief and values and commitment in personal reflection and reassessment

**COURSE NAME – Business Law**

**COURSE OUTCOME-**

1. It makes the learner demonstrate an understanding of legal environment of business
2. Learner will be able to communicate effectively using standard of business and legal terminology

**COURSE NAME – Business Statistics**

**COURSE OUTCOME-**

1. The learner recognize the importance and value of statistical thinking, training and approach to problem solving
2. Be familiar with variety of examples where statistics helps accurately explain various business phenomena

**COURSE NAME – Introduction to Financial Accounts**

**COURSE OUTCOME:**

1. Students will recognise commonly used financial statements, their components and how information from business transaction flow in these statements
2. Students will be able to demonstrate knowledge of preparing financial statements

**COURSE NAME – Principles of Management**

**COURSE OUTCOME:**

1. The learner identify and evaluate the social responsibility and ethical issues involved in business situations
2. Evaluate leadership styles to anticipate the consequences of each leadership style

**SEMESTER: II**

**COURSE NAME: Business Communication- II**

**COURSE OUTCOME:**

1. Students are expected to be able to demonstrate a good understanding of effective business writing, effective business communication, good time management and effective time management
2. Enhance skills that maximise team effectiveness.
3. Develop effective interpersonal communication.
4. Deliver effective presentations

**COURSE NAME – Foundation Course –II (Value Education and Soft Skill)**

**COURSE OUTCOME:**

1. Understand the historical growth of the idea of human rights.
2. Demonstrate the awareness of human rights.
3. Master core concept and methods from ecological and physical sciences and their application in environment problem solving.

**COURSE NAME - Business Environment**

**COURSE OUTCOME:**

1. To provide knowledge of the environment in which business operates.
2. Demonstrate and develop conceptual framework of business environment and generate interest in business.
3. Familiarize with business components.

**COURSE NAME – Business Mathematics**

**COURSE OUTCOME:**

1. Appreciate business mathematics concepts that are encountered in the real world, Understand and be able to communicate the underlying business concepts and mathematics Involved to help another person gain insight into the situation.
2. Solve problems in the areas of business calculus, simple and compound interest account, use of Compound interest account, loan and consumer credit.
3. Analyse real world scenarios to recognize when simple and compound interest, annuities, payroll Preparation, taxes, and depreciation are appropriate, formulate problems about the scenarios, Creatively model these scenarios in order to solve the problems using multiple approaches, judge If the results are reasonable, and then interpret and clearly communicate the results.

**COURSE NAME – Industrial Law**

**COURSE OUTCOME-**

1. Understanding and application of the concept of industrial relations and the system in which it operates.
2. Knowledge about the concepts, principles and issues connected with trade unions, collective bargaining.

3. Knowledge about the concepts, principles and issues connected with workers participation, grievance redressed, and employee discipline and dispute resolution.

**COURSE NAME – Principles of Marketing**

**COURSE OUTCOME-**

1. Understand the knowledge of marketing mix.
2. Demonstrate understanding of marketing terminology and concepts.
3. Identify the organizational process involved in the planning, implementation and control of marketing activities.

**COURSE NAME – Business Economics I**

**COURSE OUTCOME-**

1. Knowledge of economic theory and its application
2. Develop the ability to explain core economic terms, concepts, and theories.
3. Demonstrate the ability to employ the “economic way of thinking.”
4. Demonstrate awareness of global, historical, and institutional forces.
5. Apply economic theories and concepts to contemporary social issues, as well as formulation and analysis of policy.

**SEMESTER: III**

**COURSE NAME: PERSONAL EFFECTIVENESS MANAGEMENT**

**COURSE OUTCOME-**

1. Learner should be able to analyse their current effectiveness in terms of time management, communication and building confidence.
2. The learner will be able to build an action plan to enhance personal effectiveness at work.

**COURSE NAME – BUSINESS PLANNING AND ENTREPRENEURIAL MANAGEMENT**

**COURSE OUTCOME-**

1. The subject helps the learner to distinct entrepreneurial traits.
2. It makes the learner understand the parameters to assess business opportunities and constraints for new business ideas and write a business plan

**COURSE NAME - ACCOUNTING FOR MANAGERIAL DECISIONS**

**COURSE OUTCOME-**

1. It helps the learner to discuss the roles of finance and accounting in a business.
2. Students are able to outline the variety of accounting concepts, accounting standards and overall effects of transactions.

**COURSE NAME – STRATEGIC MANAGEMENT**

**COURSE OUTCOME-**

1. The course should help the learner to understand the strategy formulation, implementation and evaluation activities.
2. The course explains the benefits of good business in strategic management

**COURSE NAME – INFORMATION TECHNOLOGY IN BUSINESS MANAGEMENT-I**

**COURSE OUTCOME-**

1. The student is able to learn various IT concepts and office productivity software .
2. Students will be equipped to handle various security threats in organization

**COURSE NAME – (GROUP A : FINANCE) EQUITY AND DEBT MARKET**

**COURSE OUTCOME-**

- 1.The learner receives in-depth understanding of debt capital markets
2. It makes the learner familiar with primary and secondary market for government securities and debt market.

**COURSE NAME: CORPORATE FINANCE**

**COURSE OUTCOME-**

- 1.The subject will help students to perform asset valuation and project evaluation
2. The learner should analyse how risk and the cost of capital impact on investment appraisal

**COURSE NAME: BASICS OF FINANCIAL SERVICES**

**COURSE OUTCOME-**

1. The learner will understand the various financial products, services and strategies offered by the variety of financial service institutions.
2. The learner will analyse how the financial services components interact

**COURSE NAME: INTRODUCTION TO COST ACCOUNTING**

**COURSE OUTCOME-**

- 1.The learner will collect knowledge about principles and application of cost accounting.
2. The learner will develop, restructure and apply cost accounting approaches to solve practical problem.

**COURSE NAME: (GROUP B : MARKETING) CONSUMER BEHAVIOUR**

**COURSE OUTCOME-**

1. The learner is able to establish the relevance of consumer behaviour theories and concepts for marketing decisions.
2. It Recognize social and ethical implications of marketing actions in consumer behaviour

**COURSE NAME: PRODUCT INNOVATIONS MANAGEMENT**

**COURSE OUTCOME-**

1. At the end of the course students will be able to assess and interpret innovation processes
2. Diagnose different innovation challenges and make recommendations for resolving them

**COURSE NAME: ADVERTISING**

**COURSE OUTCOME-**

- 1.It helps the learner to design effective visual communication for various advertising approaches using various forms of media.
2. The learner is able to analyze different advertising buying and planning strategies

**COURSE NAME: SOCIAL MARKETING**

**COURSE OUTCOME-**

- 1.It will help the learner to identify ethical issues in business and to develop effective social media strategies for various types of industries and business.
- 2.Put together a social marketing plan and track progress in achieving goal.

**SEMESTER: IV**

**COURSE NAME: BUSINESS ECONOMICS- II**

**COURSE OUTCOME-**

1. Learners develop an understanding about different concepts in Business Economics. Learners got in-depth knowledge about Monetary policy and Fiscal policy.

2. Learners get insider of international trade

**COURSE NAME – BUSINESS RESEARCH METHODS**

**COURSE OUTCOME-**

1. Learners develop understanding on various types of research, objectives of doing research, research process, research design and sampling.
2. Learners develop understanding on data measurement and scaling techniques. Learners understand basics of data analysis and report writing.

**COURSE NAME - CHANGE MANAGEMENT**

**COURSE OUTCOME-**

1. Learners develop understanding of change process, change reaction and change acceptance Learners develop critical thinking on addressing negativity associated with change
2. Learners get practical way for implementing organizational change.

**COURSE NAME – PRODUCTION AND TOTAL QUALITY MANAGEMENT**

**COURSE OUTCOME-**

1. Learners understand different principles of Production and Quality management. Learners develop critical analysis of strategic issues in quality management and to devise and evaluate quality implementation plans.
2. Learners develop critical understanding about application and processes of various Quality Awards .  
Learners gaining insight on how ISO 9000-2000 works

**COURSE NAME – INFORMATION TECHNOLOGY IN BUSINESS MANAGEMENT-II**

**COURSE OUTCOME-**

1. Learners understand the concepts and features of MIS,ERP,DWH and outsourcing Learners develop critical understanding of issues and decisions need to be made with selection and implementation of ERP/CRM,DWH and Outsourcing.
2. Learners get insight in Strategic advantages of successful IT implementation to Business

**COURSE NAME – ( GROUP A : FINANCE ) STRATEGIC COST MANAGEMENT**

**COURSE OUTCOME-**

1. Learners develop necessary skills to improve the effectiveness of cost management initiatives
2. Learners develop critical understanding of costs, using it for planning(Budgeting), pricing and for cross functional decision making.

**COURSE NAME: CORPORATE RESTRUCTURING**

**COURSE OUTCOME-**

1. Learners develop critical understanding on valuation methods used for corporate restructuring transactions.
2. Learners develop an understanding on Economic, financial and strategic reasons for corporate restructuring.

**COURSE NAME: FINANCIAL INSTITUTIONS & MARKETS**

**COURSE OUTCOME-**

1. Learners understand the role of regulatory bodies in regulating capital. Learners explore different types of equity securities and debt securities for raising capital and how equity securities can be listed and traded on NSE,BSE.
2. Learners learn to apply different company valuation techniques to determine share prices. Learners gain basics of derivative instruments.

**COURSE NAME: AUDITING**

**COURSE OUTCOME-**

1. Learners understand various auditing concepts such as 'independence', 'audit evidence', 'audit risk' Learners develop an understanding of the steps in audit process like planning, determining scope, conducting audit, report writing etc.

2. Learners understand the need for internal audit and controls Learners critically understand various auditing techniques.

**COURSE NAME: ( GROUP B : MARKETING) INTEGRATED MARKETING COMMUNICATION  
COURSE OUTCOME-**

1. Learners understand a company and its marketing communication activities.

2. Gain comprehensive understanding of marketing communication concepts and theories.

**COURSE NAME: EVENT MARKETING**

**COURSE OUTCOME-**

1. Learners learn different categories of events.

2. Learners develop critical understanding of segmenting, targeting and positioning in the context of Event Marketing Learners get well versed with opportunities and challenges in Event Marketing.

**COURSE NAME: RURAL MARKETING**

**COURSE OUTCOME-**

1. Learners gain conceptual knowledge about rural marketing with special reference to Indian context

2. Learners develop critical understanding about rural market distribution Learners get enhanced knowledge about the consumer behaviour and trends in rural marketing

**COURSE NAME: TOURISM MARKETING**

**COURSE OUTCOME-**

1. Learners understand the key concepts and principles of marketing as applied to tourism experience

Understanding the current issues associated with Indian Tourism

**SEMESTER: V**

**COURSE NAME: Logistics and supply chain Management**

**COURSE OUTCOME**

1. Learn logistics concepts and basic activities.

2. Learn how to reduce logistics cost to minimum by applying technics of industrial engineering.

3. Know the relationship between logistics and supply chain.

4. To establish a logistics distribution system.

**COURSE NAME : Analytical Skills for Manager**

**COURSE OUTCOME**

1. Apply knowledge of management theories and practises to solve business problems.

2. Foster analytical and critical thinking abilities for data based decision making.

3. Ability to understand, analyse and communicate global, economic, legal and ethical aspect of business.

**COURSE NAME : Investment Analysis and Portfolio Management**

**COURSE OUTCOME:**

1. Provide students with basic introduction to portfolio theory and study various methods of modelling the risk associated with investment.

2. Encourage students to apply stocks and option valuation models in portfolio management.

3. Introduce students to stock market stocks options and approaches to invest in stock market.

**COURSE NAME: Wealth Management**

**COURSE OUTCOME:**

1. Explain the financial environment within which organisation operate.
2. Evaluate factors affecting investment decision and opportunities presented to an organisation.
3. Provide advice on personal wealth management and pension planning.

**COURSE NAME: Direct Tax**

**COURSE OUTCOME:**

1. Students will be able to explain different types of incomes and their taxability, expenses and their deductibility.
2. To learn various direct taxes and their implications in practical situation.
3. Students will be able to use of various deductions to reduce the taxable income.

**COURSE NAME : Commodity and Derivatives Market**

**COURSE OUTCOME**

1. Understand the intricacies of operating in commodity derivative market.
2. Manage risk through hedging strategies.
3. Understand the functioning of the trading mechanism used by brokers.

**COURSE NAME : Financial Accounting**

**COURSE OUTCOME**

1. Identify the main financial statement and their purposes.
2. Explain the general purpose and functions of accounting.
3. Describe main elements of financial accounting.
4. Resolve practical problems.

**COURSE NAME : Risk Management**

**COURSE OUTCOME:**

1. Understand the approach of risk management.
2. Understand reputational risk.
3. Understand operational risk and how to manage it.

**COURSE NAME : Service Marketing**

**COURSE OUTCOME:**

1. Examine the nature of services and distinguish between products and services.
2. Identify the major elements needed to improve the marketing of services.
3. Develop and understanding of the roles of relationship marketing and customer service in adding value to the customer's perception of a service.

**COURSE NAME : E-Commerce and Digital Marketing**

**COURSE OUTCOME:**

1. Explaining the role and importance of digital marketing in a rapidly changing business landscape.
2. Discuss the key elements of a digital marketing strategy.
3. Demonstrate advanced practical skills in common digital marketing.

**COURSE NAME : Sales and Distribution Management**

**COURSE OUTCOME:**

1. Recognize and demonstrate the significant responsibilities of sales person as a key individual.
2. Describe and formulate strategies to effectively manage company's sales operations.
3. Evaluate the role of sales manager and his / her responsibilities in recruiting, motivating, managing and leading sales team.

**COURSE NAME : Customer Relationship Management**

**COURSE OUTCOME:**

1. Explain the value of a relationship management strategy.
2. Review several features and benefits of various CRM system.
3. Assist groups in determining how they will measure the success of their relationship management efforts.

**COURSE NAME : Industrial Marketing****COURSE OUTCOME:**

1. Define industrial marketing concepts.
2. Analyse consumer and industrial market.
3. Understand industrial marketing mix strategies.

**COURSE NAME : Strategic Marketing Management****COURSE OUTCOME:**

1. Think strategically about marketing issues.
2. Successfully work as a team.
3. Prepare a marketing plan.

**SEMESTER: VI****COURSE NAME : Operations Research****COURSE OUTCOME:**

1. Develop linear programming (LP) models for shortest path, maximum flow, critical path, minimum cost flow, and transshipment problems.
2. Use CPM and PERT techniques, to plan, schedule, and control project activities.
3. Set up decision models and use some solution methods for nonlinear optimization problems.
4. Propose the best strategy using decision making methods under uncertainty and game theory

**COURSE NAME : International Finance****COURSE OUTCOME:**

1. Demonstrate knowledge of basic theorems of exchange rate determination, interest rates and inflation and the role of arbitrage in keeping the foreign exchange market efficient.
2. Demonstrate the ability to select global financing strategies and propose solutions that will take advantage of opportunities in the global financial markets to the benefit of relevant stakeholders.
3. Apply knowledge of foreign exchange hedging to identify and manage the foreign exchange risks faced by globally active firms.
4. Demonstrate the ability to work in a team setting to coordinate analysis of a case study to arrive at a sound financial decision regarding an issue in capital raising and international valuation.

**COURSE NAME : Innovative Financial Services****COURSE OUTCOME:**

1. Demonstrate broad and coherent knowledge of the theoretical and professional disciplines of banking, finance, investment analysis, portfolio management, accountancy, economics, quantitative methods, law, and the Financial Services Industry.
2. A capacity to integrate technical and conceptual knowledge, and interpersonal skills to work effectively within the Financial Services Industry.
3. Communicate and explain specialised technical advice, knowledge and ideas, to professionals and non-experts involved with the Financial Services Industry.

**COURSE NAME : Indirect Tax****COURSE OUTCOME:**

1. Understand various concepts of Goods & Service Tax.

2. Gain an insight on the recording and analysing the transactions for compliance under GST.
3. Getting familiar with the technology and the flow of return filing under GST
4. To gain working knowledge on GST and application of the same in the organizations. Understand and make use of knowledge of GST rules in taking managerial decisions in various tax related matters.

**COURSE NAME : Project Management**

**COURSE OUTCOME:**

1. Analyze and evaluate appropriate business strategies, practices, and theories that inform and guide organizations to ensure sustainability.
2. Identify project goals, constraints, deliverables, performance criteria, control needs, and resource requirements in consultation with stakeholders.
3. Apply project management practices to the launch of new programs, initiatives, products, services, and events relative to the needs of stakeholders.
4. Devise a capital budgeting strategy based on the principles capital budgeting, capital structure, cost of capital, corporate financing, and asset valuation.

**COURSE NAME : Strategic Financial Management**

**COURSE OUTCOME:**

1. Consolidate knowledge of and apply the technical language and practices of financial management.
2. Evaluate, synthesise and apply the contemporary theories and empirical evidence concerning financial management to a range of problems and situations.
3. Identify and assess the potential impact of emerging issues in finance and financial management.

**COURSE NAME : Financial Rural Management**

**COURSE OUTCOME:**

1. Gain insight into the socio-economic structure of rural India and understand the prospects and problems of rural development in India.
2. Understand the manner in which microfinance may be utilized to accelerate the expansion of local microbusinesses in rural India.
3. Gain insight into managing risk in rural banking.

**COURSE NAME : Brand Management**

**Course Outcome**

1. Demonstrate knowledge of the nature and processes of branding and brand management.
2. Evaluate the scope of brand management activity across the overall organisational context and analyze how it relates to other business areas.
3. Appraise the key issues in managing a brand portfolio and making strategic brand decisions.
4. Analyze and discuss contemporary brand related problems and develop appropriate strategies and initiatives.
5. Formulate and justify brand development decisions.

**COURSE NAME : Retail Management**

**COURSE OUTCOME:**

1. Describe how the consumers' decision process affects retailers.
2. Develop a retail strategy that appeals to a specific target market.
3. Explain the design, implementation, and assessment of retailing strategies based on consumer needs and market changes.
4. Describe the process of conceiving, producing, and selling fashion products for in-store and on-line retailing.

5. Explain how factors of culture, economics, legal requirements, political activity, technology, the internet and the news media affect the operation of organizations in a global environment.

**COURSE NAME : Sports Marketing**

**COURSE OUTCOME:**

1. Understanding the operational environment in sport-related organizations; functional areas and analytical instruments. Specific characteristics of marketing activities in the sport industry.
2. Understanding, analysing and applying marketing and sponsorship strategies; creating development, launch, and positioning strategies for new products; and decision making related to product, price, distribution and communication variables.
3. Develop and present a proposal for the sponsorship of a sports-related sponsorship property (e.g., league, team, or athlete).
4. Understand the personal selling process and demonstrate an ability to apply the personal selling process to a sports setting.

**COURSE NAME : Media Planning Management**

**COURSE OUTCOME:**

1. Critically evaluate the theories and principles underlying media planning strategy and tactics.
2. Apply relevant theories and models for the development of a media strategy-driven plan that includes advanced media planning tactics.
3. Interpret, analyse and solve structured and unstructured media problems.
4. Research into alternative media – interactive and web-based technologies, social networking platforms.

**COURSE NAME : International Marketing**

**COURSE OUTCOME:**

1. Developed an understanding of major issues related to international marketing.
2. Developed skills in researching and analysing trends in global markets and in modern marketing practice.
3. Be able to assess an organization's ability to enter and compete in international markets.

**COURSE NAME : Marketing for Non-Profit Organization**

**COURSE OUTCOME:**

1. Define what marketing is within the non-profit environment.
2. Explain the service-intensive nature of non-profit program activities.
3. Discuss the role of ethics in non-profit marketing.
4. Describe the importance of a non-profit marketing plan.
5. Describe how target markets can be identified for donors and Explain how new service products are developed by non-profits.

**PROGRAMME NAME: BCOM (ACCOUNTING AND FINANCE)**

**PROGRAMME CODE: UBAF**

**PROGRAMME OUTCOME**

The B.Com (Accounting and Finance) Program will provide a learner an in-depth knowledge of the skills required to get employed in Accounting and Finance stream in national as well international organisation. The learners shall enhance their:

- Knowledge on various accounting principles and conventions with accounting methods applicable for different forms of organisation.
- Mathematical skills to derive finance cost, return on investment and there by profit of the firm.
- Exposure to practical applications of accounting and finance knowledge to generate income either through employment or profession.

**SEMESTER: I**

**COURSE NAME: BUSINESS COMMUNICATION-I**

**COURSE OUTCOME-**

After successful completion of the course the learner should be able to enhance his Listening, Speaking, Reading and Writing skills to meet the challenges of the Corporate World.

**COURSE NAME: INFORMATION TECHNOLOGY IN ACCOUNTING AND FINANCE - I**

**COURSE OUTCOME-**

After successful completion of the course the student should be able to enhance his knowledge about hardware and software of computer. It will develop skills among learners to apply MS-Office Tools for academic and corporate purpose.

**COURSE NAME: FOUNDATION COURSE – I**

**COURSE OUTCOME-**

After successful completion of the course the learner should be able to appreciate the importance of the Constitution of India as well as the exemplary contribution of Dr. B.R. Ambedkar. The learners should also have a general awareness of human rights and political processes of our country. The learners should develop a deeper sensitisation towards disparity issues.

**COURSE NAME: BUSINESS ECONOMICS – I**

**COURSE OUTCOME-**

The learner will develop a clear understanding of dealing with business situations. This subject will give a deep insight into the micro economic concepts related to business.

**COURSE NAME: COMMERCE (BUSINESS ENVIRONMENT) - I**

**COURSE OUTCOME-**

After successful completion of the course the learner will gain knowledge about complex Indian and International business environment which will be very helpful for young entrepreneurs to take managerial decisions in future.

**COURSE NAME: BUSINESS MATHEMATICS**

**COURSE OUTCOME-**

After successful completion of the course the learner should be able to appreciate the importance of application of mathematical techniques in business. The learners should also have an ability of calculating income on investments. The learners should develop a deeper mathematical thinking.

**COURSE NAME: FINANCIAL ACCOUNTING – I (ELEMENTS OF FINANCIAL ACCOUNTING)**  
**COURSE OUTCOME-**

After successful completion of the course the learner should be able to understand accounting techniques and procedure for special situation and different form of organisation such as departmental stores.

## **SEMESTER: II**

**COURSE NAME: BUSINESS COMMUNICATION-II**  
**COURSE OUTCOME-**

After successful completion of the course the learner should be able to enhance his Presentation, Listening, group communication and Writing skills to meet the challenges of the Corporate World.

**COURSE NAME: INFORMATION TECHNOLOGY IN ACCOUNTING AND FINANCE - II**  
**COURSE OUTCOME-**

After successful completion of the course the learner will be better equipped to understand the application of IT and computerised system in various business processes, MIS and even in auditing.

**COURSE NAME: FOUNDATION COURSE – II**  
**COURSE OUTCOME-**

The learner will be sensitized towards broader issues of society such as globalisation and human rights. The learner will develop a holistic attitude by becoming aware of the environment. In the modern society with problems like conflict and stress, the learner will be better equipped to understand and manage these critical issues. The learners will develop an ability of handling these life situations.

**COURSE NAME: AUDITING – I (INTRODUCTION AND PLANNING)**  
**COURSE OUTCOME-**

The learner will be able to understand the concept of audit and its application with reference to various process, techniques and documents. Learner will be aware of entire system and technique of internal audit.

**COURSE NAME: BUSINESS LAW – I**  
**COURSE OUTCOME-**

After successful completion of the course the learner will have conceptual learning about regulatory framework through provisions of Law of Contract, Sale of Goods Act, Negotiable Instrument Act, and Consumer Protection Act.

**COURSE NAME: FINANCIAL MANAGEMENT- I**  
**COURSE OUTCOME-**

After successful completion of the course the learner will have conceptual understanding of finance. Learner will gain knowledge on various sources of finance can be tapped to raise fund for various forms of organisation. Learner will be able to apply leverage to minimise risk in business and will be able to analyse source providing fund at least cost with overall calculation of weighted average cost.

**COURSE NAME: FINANCIAL ACCOUNTING – II (SPECIAL ACCOUNTING AREAS)**  
**COURSE OUTCOME-**

After successful completion of the course the learner should be able to prepare final accounts from incomplete record. Learner will also learn to prepare complete accounts in case of consignment and branch (Indian and Foreign both).

### **SEMESTER: III**

**COURSE NAME: INFORMATION TECHNOLOGY IN ACCOUNTANCY - I**

**COURSE OUTCOME-**

After successful completion of the course the student should be able to enhance his knowledge about hardware and software of computer. It will develop skills among learners to apply MS-Office Tools for academic and corporate purpose.

**COURSE NAME: FOUNDATION COURSE IN MANAGEMENT – III (INTRODUCTION TO MANAGEMENT)**

**COURSE OUTCOME-**

After successful completion of the course the learner will have conceptual learning of various management concepts and whole management process. They will have insight of application of management theories as an Indian approach.

**COURSE NAME: ECONOMICS – II (MACRO ECONOMICS)**

**COURSE OUTCOME-**

After successful completion of the course the learner should be able to enhance his knowledge on macroeconomic factors such as National Income, Theory of Income and Employment, Monetary Economics, Monetary Policy, Public Finance, Fiscal Policy, International Trade, Balance of Payment, WTO and Foreign Exchange Market.

**COURSE NAME: AUDITING – II (TECHNIQUES OF AUDITING AND AUDIT PROCEDURE)**

**COURSE OUTCOME-**

After successful completion of the course the learner will have a deep knowledge of audit techniques, assurance standards and audit of a limited companies.

**COURSE NAME: BUSINESS LAW – II (BUSINESS REGULATORY FRAMEWORK)**

**COURSE OUTCOME-**

After successful completion of the course the learner should be able to enhance his knowledge on regulatory framework in India related to partnership including Limited Liability Partnership, Factories Act, and laws applicable for compensation management.

**COURSE NAME: COST ACCOUNTING-II (METHOD OF COSTING)**

**COURSE OUTCOME-**

After successful completion of the course the learner should be able to enhance his knowledge on various types of cost, method of classification to prepare cost sheet, Contract costing and Process costing.

**COURSE NAME: FINANCIAL ACCOUNTING – III (SPECIAL ACCOUNTING AREAS)**

**COURSE OUTCOME -**

After successful completion of the course the learner will have complete knowledge of accounting of Partnership Firm, be it dissolution, final account, amalgamation or conversion.

### **SEMESTER: IV**

**COURSE NAME: INFORMATION TECHNOLOGY IN ACCOUNTANCY - II**

**COURSE OUTCOME-**

After successful completion of the course the learner will be better equipped to understand the application of IT and computerised system in various business process, MIS and even in auditing.

**COURSE NAME: FOUNDATION COURSE IN COMMERCE –IV (INDIAN FINANCIAL SYSTEM)**

**COURSE OUTCOME-**

After successful completion of the course the learner should be able to enhance his knowledge on various aspects of Indian financial system and financial markets. They will develop in depth knowledge on innovative financial concepts such as issue management, securitization, and the whole Indian finance mechanism.

**COURSE NAME: MANAGEMENT ACCOUNTING (INTRODUCTION TO MANAGEMENT ACCOUNTING)**

**COURSE OUTCOME-**

After successful completion of the course the learner should be able to enhance his knowledge on various aspects of management accounting, vertical income statement, ratio analysis, cash flow statement, and working capital.

**COURSE NAME: TAXATION – II (INDIRECT TAXES – II)**

**COURSE OUTCOME-**

After successful completion of the course the learner should be able to enhance his knowledge on various aspects of indirect tax, starting from documentation, registration, filling of return and refund. Learner will also gain knowledge on custom act and Foreign Trade Policy.

**COURSE NAME – BUSINESS LAW – III (THE COMPANIES ACT 2013)**

**COURSE OUTCOME-**

After successful completion of the course the learner should be able to enhance his knowledge on various aspects of companies' regulations regarding various definitions, documents and issue of shares and debentures.

**COURSE NAME- RESEARCH METHODOLOGY IN ACCOUNTING AND FINANCE**

**COURSE OUTCOME-**

After successful completion of the course the learner should be able to enhance his knowledge on concept and process of research with primary data. Learner will be able to apply this knowledge for their project in final year as well can be used in future for vital decision making.

**COURSE NAME: FINANCIAL ACCOUNTING – IV (SPECIAL ACCOUNTING AREAS)**

**COURSE OUTCOME -**

After successful completion of the course the learner should be able to enhance his knowledge on various aspects of accounting related to Joint Stock Companies and Foreign Branch.

**SEMESTER: V**

**COURSE NAME: FINANCIAL ACCOUNTING - V**

**COURSE OUTCOME-**

After successful completion of the course the learner will understand legal and accounting rules company related to various situations in companies like underwriting, buy back , amalgamation, liquidation.

**COURSE NAME: FINANCIAL ACCOUNTING - VI**

**COURSE OUTCOME-**

After successful completion of the course the learner will be able to learn about various types of entities and their legal and accounting aspects like The Banking Regulation Act, 1949 , The Insurance Act,1938 and LLP Act ,2008.

**COURSE NAME: FINANCIAL MANAGEMENT - II**

**COURSE OUTCOME-**

After successful completion of the course the learner will be able to understand and apply the analytical skills about various financing aspects related to debt, equity, capital structure , dividend and improve his decision making skills.

**COURSE NAME: COST ACCOUNTING - III**

**COURSE OUTCOME-**

After successful completion of the course the learner will be able to calculate cost using latest costing techniques, apply costing concepts in service industry and in manufacturing sectors where multiple processes are used to manufacture the product.

**COURSE NAME: TAXATION – III (INDIRECT TAXES – II)**

**COURSE OUTCOME-**

After successful completion of the course the learner should be able to enhance his knowledge on various aspects of indirect tax, starting from documentation, registration, filling of return and refund. Learner will also gain knowledge on custom act and Foreign Trade Policy.

**COURSE NAME: MANAGEMENT – II (MANAGEMENT APPLICATIONS)**

**COURSE OUTCOME-**

After successful completion of the course the learner should be able to understand the meaning and scope of market and various aspects involved thus improving and management and decision making skills regarding those aspects.

**COURSE NAME: SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT**

**COURSE OUTCOME -**

After successful completion of the course the learner should be able to enhance his knowledge on movement of stocks of different industries. The course highlights the importance of understanding the do's and don'ts in trading. It also emphasizes on the importance of discipline in trading.

**COURSE NAME: FINANCIAL ANALYSIS AND BUSINESS VALUATION**

**COURSE OUTCOME -**

After successful completion of the course the learner should be able to understand the concept of financial statements, scope and importance of valuation of various aspects of business along with its valuation models.

## **SEMESTER: VI**

**COURSE NAME: FINANCIAL ACCOUNTING VII**

**COURSE OUTCOME-**

After successful completion of course learners will be able to learn about finalization of accounts for Co-operative Societies and Banking Companies. Learners will get acquainted with international accounting system through IFRS.

**COURSE NAME: INTERNSHIP BASED PROJECT WORK**

**COURSE OUTCOME-**

Inclusion of internship in the course curriculum of the B.Com. (Accounting and Finance) programme is one of the ambitious aspects in the programme structure. The main objective of this inclusion is to give an opportunity to the students to acquaint them with practical exposure and application of the syllabus studied at under-graduate level. Learners are expected to report the guiding teacher on regular basis and update her work undertaken during internship. At the end of their internship a Project report has to be submitted summarizing their experience.

**COURSE NAME: ECONOMICS – III (INDIAN ECONOMY)**

**COURSE OUTCOME-**

After successful completion of the course the learner will have a detailed knowledge about primary, secondary and tertiary sector and aspects related to money and banking.

**COURSE NAME: COST ACCOUNTING - IV**

**COURSE OUTCOME-**

After successful completion of the course the learner will be able to calculate cost using latest costing techniques, apply costing concepts in a different ways for managerial decision making.

**COURSE NAME: TAXATION – IV (DIRECT TAXES – II)**

**COURSE OUTCOME-**

After successful completion of the course the learner will be able to enhance understand process, documentation and calculations of total income of HUF and Partnership Firm. Learner will get practical knowledge on filling tax and TDS too.

**COURSE NAME: INTERNATIONAL FINANCE**

**COURSE OUTCOME-**

After successful completion of the course the learner will be able to apply the concept of international finance, foreign exchange market and foreign exchange transaction.

**COURSE NAME: FINANCIAL MANAGEMENT - III**

**COURSE OUTCOME-**

After successful completion of the course the learner will be familiar with advanced level of corporate restructuring transactions like merger and acquisitions, business valuation models and acquire knowledge about leasing and working capital.

**COURSE NAME: MANAGEMENT CONTROL SYSTEM**

**COURSE OUTCOME-**

After successful completion of the course the learner will be able to understand the latest trends in management accounting, financial goal setting and inflation accounting thus making a student's knowledge practically relevant.

**PROGRAMME NAME: Bachelor of Science in Computer Science (B. Sc. CS)**

**PROGRAMME CODE: USCS**

**PROGRAMME OUTCOME-**

This program of B Sc CS is structured to provide graduates with practical skills required in software development, hardware development and testing field. The main objectives of B Sc CS are:

- To provide intensive theoretical & practical knowledge
- To provide an integrated perspective of IT functioning along with a good amount of exposure to real life cases / technical knowhow.
- To train students with knowledge in the field of logical thinking, problem solving, hardware designing, software engineering and programming.
- To develop students' programming skills to become employable or to start their own entrepreneurial journey.

### **SEMESTER: I**

**COURSE NAME: COMMUNICATION SKILLS.**

**COURSE OUTCOME-**

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

**COURSE NAME –DISCRETE MATHEMATICS I**

**COURSE OUTCOME-**

This course is used to apply the rules of inference and methods of proof including direct and indirect proof forms, proof by contradiction, and mathematical induction. And Students will be able to work with sequences and recursion.

**COURSE NAME -INTRODUCTION TO PROGRAMMING**

**COURSE OUTCOME-**

To enhance the logical thinking, to develop problem solving skills, introduce the basic programming concepts

**COURSE NAME – FUNDAMENTALS OF COMPUTERS AND ELECTRONICS**

**COURSE OUTCOME-**

This course will initiate learners to deal with conversion between different number system. Learners will be able to minimize the given logical expression and create circuits. Learners will also be able to code using Assembly language.

**COURSE NAME –OPERATING SYSTEMS**

**COURSE OUTCOME-**

Analyse the structure of OS and basic architectural components involved in OS design , design the applications to run in parallel either using process or thread models of different OS ,the various device and resource management techniques for timesharing and distributed systems , Understand the Mutual exclusion, Deadlock detection and agreement protocols of Distributed operating system, Conceptualize the components involved in designing a contemporary OS

**COURSE NAME – WEB PROGRAMMING-I**

**COURSE OUTCOME-**

Apply a structured approach to identifying needs, interests, and functionality of a website, Design dynamic websites that meet specified needs and interests, select appropriate HTML, CSS, and JavaScript code from public repositories of open-source and free scripts that enhances the experience of site visitors, modify existing HTML, CSS, and JavaScript code to extend and alter its functionality, and to correct errors and cases of poor practice.

**SEMESTER: II**

**COURSE NAME: PROGRAMMING AND APPLICATION DEVELOPMENT IN PYTHON**

**COURSE OUTCOME-**

Understanding of UI Applications using Python Tkinter, to acquire knowledge of Database Connection with Python Application, Understanding File Operations and developing Web Applications and Network Connectivity Applications

**COURSE NAME: OBJECT ORIENTED PROGRAMMING**

**COURSE OUTCOME-**

The students will learn take a problem and develop the structures to represent objects and the algorithms to perform operations, apply standards and principles to write truly readable code, test a program and, if necessary, find mistakes in the program and correct them, learn the fundamentals of input and output using the java.io library, design a class that serves as a program module or package, understand and demonstrate the concepts of object-oriented design, polymorphism, information hiding, and inheritance

**COURSE NAME: DATABASE MANAGEMENT SYSTEMS I**

**COURSE OUTCOME-**

Understanding techniques for building robust business application

**COURSE NAME: WEB PROGRAMMING II**

**COURSE OUTCOME-**

At the end of this course the successful student will be able to apply a structured approach to identifying needs, interests, and functionality of a website, design dynamic websites that meet specified needs and interests, select appropriate HTML, CSS, and JavaScript code from public repositories of open-source and free scripts that enhances the experience of site visitors, modify existing HTML, CSS, and JavaScript code to extend and alter its functionality, and to correct errors and cases of poor practice.

**COURSE NAME: DISCRETE MATHEMATICS II**

**COURSE OUTCOME-**

Students completing this course will be able to find a mathematical solution to the problems and will be able to link the mathematical concepts with application in the computing domain.

**COURSE NAME: IT platforms, Tools and Practices**

**COURSE OUTCOME-**

Students completing this course will be able to follow the industry standards and practices in coding and their employability will be increased.

### **SEMESTER: III**

**COURSE NAME: THEORY OF COMPUTATION**

**COURSE OUTCOME-**

Students will be able to develop small theoretic models to evaluate the syntactical aspects.

**COURSE NAME: CORE JAVA**

**COURSE OUTCOME-**

Understanding fundamentals of Java, acquiring knowledge about packages and Implementing Multithreading concept in Java, implementing networking and I/O using Java and GUI components with database connectivity

**COURSE NAME: OPERATING SYSTEM**

**COURSE OUTCOME-**

Students will be able to analyse the structure of OS and basic architectural components involved in OS design, design the applications to run in parallel either using process or thread models of different OS, understand the various device and resource management techniques for timesharing and distributed systems, understand the Mutual exclusion, Deadlock detection and agreement protocols of Distributed operating system conceptualize the components involved in designing a contemporary OS

**COURSE NAME: DATABASE MANAGEMENT SYSTEM**

**COURSE OUTCOME-**

Understanding techniques for building robust business application

**COURSE NAME: COMBINATORICS AND GRAPH THEORY**

**COURSE OUTCOME-**

After completion of the course, the student will be able to understand the basic concepts of graph theory and apply the basic concepts of mathematical logic describe and solve some real time problems using concepts of graph theory

**COURSE NAME: PHYSICAL COMPUTING AND IoT**

**COURSE OUTCOME-**

Students will be able to work on Hardware circuits and also to create a mini-project based on IoT

**COURSE NAME: WEB PROGRAMMING**

**COURSE OUTCOME-**

At the end of this course the successful student will be able to apply a structured approach to identifying needs, interests, and functionality of a website, design dynamic websites that meet specified needs and interests, select appropriate HTML, CSS, and JavaScript code from public repositories of open-source and free scripts that enhances the experience of site visitors, modify existing HTML, CSS, and JavaScript code to extend and alter its functionality, and to correct errors and cases of poor practice.

### **SEMESTER: IV**

**COURSE NAME: FUNDAMENTALS OF ALGORITHM**

**COURSE OUTCOME-**

Students will be able to solve problems in an efficient manner

**COURSE NAME: ADVANCED JAVA**

**COURSE OUTCOME-**

Understanding of GUI components using Swing Components, acquiring knowledge of servlets, JSP, EJB and their implementation, to have a basic understanding of JavaBean, Web services

**COURSE NAME: COMPUTER NETWORKS**

**COURSE OUTCOME-**

Learner will be able to understand data communication and networking concepts thoroughly and will be acquainted with knowledge about common equipment, standard hardware and software requirements and communication protocols which are important for them to proceed with industrial requirements.

**COURSE NAME: SOFTWARE ENGINEERING**

**COURSE OUTCOME-**

Learner will have a ability to gather and specify requirements of the software projects, to analyse software requirements with existing tools, and to understand and apply the basic project management practices in real life projects.

**COURSE NAME: LINEAR ALGEBRA USING PYTHON**

**COURSE OUTCOME-**

Learners will be able to apply the mathematical concept in the diverse computing domains.

**COURSE NAME: .NET TECHNOLOGIES**

**COURSE OUTCOME-**

The students will be able to learn partial refreshes of web pages using ajax

**COURSE NAME: ANDROID DEVELOPER FUNDAMENTALS**

**COURSE OUTCOME-**

By the end of the course, 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.

## **SEMESTER: V**

**COURSE NAME: ARTIFICIAL INTELLIGENCE**

**COURSE OUTCOME-**

Learners will be able to demonstrate knowledge of the building blocks of AI as presented in terms of intelligent agents, analyse and formalize the problem as a state space, graph, design heuristics and select amongst different search or game-based techniques to solve them, develop intelligent algorithms for constraint satisfaction problems and also design intelligent systems for Game Playing

**COURSE NAME: LINUX SERVER ADMINISTRATION**

**COURSE OUTCOME-**

After completing this course, students will be able carry the duties of a Linux system administrator and will learn to do file processing, process management, IO management, queues management, networking, storage backup, account management, proper system start-up and shutting down, as well as other tasks

**COURSE NAME: INFORMATION AND NETWORK SECURITY**

**COURSE OUTCOME-**

After completion of this Course, students will be able to list and briefly describe security risks and mitigation strategies for an organization that is about to connect its network to the Internet and communicate with other companies via email, explain the differences between the three major goals of information security confidentiality, integrity and availability, and can list and explain one technique for ensuring each, explain how public key cryptography can be used to ensure the identity of the sender of an encrypted message.

**COURSE NAME: WIRELESS SENSOR NETWORKS AND MOBILE COMMUNICATIONS**

**COURSE OUTCOME-**

Students will be able to analyse modelling and simulation of various communication networks, to generate test and estimate parameters, apply this knowledge for detection estimation and simulation of various communication networks

**COURSE NAME: GAME PROGRAMMING**

**COURSE OUTCOME-**

Students will be able to develop games.

## **SEMESTER: VI**

**COURSE NAME: CLOUD COMPUTING**

**COURSE OUTCOME-**

Understanding the key dimensions of the challenge of Cloud Computing. Assessment of the economics, financial, and technological implications for selecting cloud computing for own organization. Assessing the financial, technological, and organizational capacity of employer's for actively initiating and installing cloud-based applications. Assessment of own organizations' needs for capacity building and training in cloud computing-related IT areas.

**COURSE NAME – CYBER FORENSICS**

**COURSE OUTCOME-**

Understand the definition of computer forensics fundamentals. Describe the types of computer forensics technology. Analyse various computer forensics systems. Illustrate the methods for data recovery, evidence collection and da

**COURSE NAME - DIGITAL IMAGE PROCESSING**

**COURSE OUTCOME-**

Review the fundamental concepts of a digital image processing system. Analyze images in the frequency domain using various transforms. Evaluate the techniques for image enhancement and image restoration. Categorize various compression techniques. Interpret Image compression standards. Interpret image segmentation and representation techniques.

**COURSE NAME – DATA SCIENCE**

**COURSE OUTCOME-**

Learner will be able to model the data and apply it in different domains.

**COURSE NAME – ETHICAL HACKING**

**COURSE OUTCOME-**

Learner will be able to understand the security of the system, ethically try to find out the security issues in the system, propose the security measures to be adopted in the organization

**PROGRAMME NAME: Bachelor of Science in Information Technology (B. Sc. IT)**

**PROGRAMME CODE: USIT**

**PROGRAMME OUTCOME-**

This programme of B Sc IT is structured to provide graduates with practical skills required in software development and testing field. The main objectives of B Sc IT are:

- To provide intensive theoretical & practical knowledge
- To provide an integrated perspective of IT functioning along with a good amount of exposure to real life cases / technical knowhow.
- To train students with knowledge in the field of logical thinking, problem solving, software engineering and programming.
- To develop students' programming skills to become employable or to start their own entrepreneurial journey.

### **SEMESTER: I**

**COURSE NAME: COMMUNICATION SKILLS.**

**COURSE OUTCOME-**

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

**COURSE NAME –DISCRETE MATHEMATICS**

**COURSE OUTCOME-**

This course is used to apply the rules of inference and methods of proof including direct and indirect proof forms, proof by contradiction, and mathematical induction. And Students will be able to work with sequences and recursion.

**COURSE NAME -INTRODUCTION TO PROGRAMMING**

**COURSE OUTCOME-**

To enhance the logical thinking, To develop problem solving skills, introduce the basic programming concepts

**COURSE NAME – FUNDAMENTALS OF COMPUTERS AND ELECTRONICS**

**COURSE OUTCOME-**

This course will initiate learners to deal with conversion between different number system. Learners will be able to minimize the given logical expression and create circuits. Learners will also be able to code using Assembly language.

**COURSE NAME –OPERATING SYSTEMS**

**COURSE OUTCOME-**

Analyse the structure of OS and basic architectural components involved in OS design, design the applications to run in parallel either using process or thread models of different OS, the various device and resource management techniques for timesharing and distributed systems, Understand the Mutual exclusion, Deadlock detection and agreement protocols of Distributed operating system, Conceptualize the components involved in designing a contemporary OS

COURSE NAME – WEB PROGRAMMING-I

COURSE OUTCOME-

Apply a structured approach to identifying needs, interests, and functionality of a website, Design dynamic websites that meet specified needs and interests, select appropriate HTML, CSS, and JavaScript code from public repositories of open-source and free scripts that enhances the experience of site visitors, modify existing HTML, CSS, and JavaScript code to extend and alter its functionality, and to correct errors and cases of poor practice.

## **SEMESTER: II**

COURSE NAME: PROGRAMMING AND APPLICATION DEVELOPMENT IN PYTHON

COURSE OUTCOME-

Understanding of UI Applications using Python Tkinter, to acquire knowledge of Database Connection with Python Application, Understanding File Operations and developing Web Applications and Network Connectivity Applications

COURSE NAME: OBJECT ORIENTED PROGRAMMING

COURSE OUTCOME-

The students will learn take a problem and develop the structures to represent objects and the algorithms to perform operations, apply standards and principles to write truly readable code, test a program and, if necessary, find mistakes in the program and correct them, learn the fundamentals of input and output using the java.io library, design a class that serves as a program module or package, understand and demonstrate the concepts of object-oriented design, polymorphism, information hiding, and inheritance

COURSE NAME: DATABASE MANAGEMENT SYSTEMS I

COURSE OUTCOME-

Understanding techniques for building robust business application

COURSE NAME: WEB PROGRAMMING II

COURSE OUTCOME-

At the end of this course the successful student will be able to apply a structured approach to identifying needs, interests, and functionality of a website, design dynamic websites that meet specified needs and interests,select appropriate HTML, CSS, and JavaScript code from public repositories of open-source and free scripts that enhances the experience of site visitors, modify existing HTML, CSS, and JavaScript code to extend and alter its functionality, and to correct errors and cases of poor practice.

COURSE NAME: DISCRETE MATHEMATICS II

COURSE OUTCOME-

Students completing this course will be able to find a mathematical solution to the problems and will be able to link the mathematical concepts with application in the computing domain.

COURSE NAME: IT platforms, Tools and Practices

COURSE OUTCOME-

Students completing this course will be able to follow the industry standards and practices in coding and their employability will be increased.

## **SEMESTER: III**

**COURSE NAME: PYTHON PROGRAMMING**

**COURSE OUTCOME-**

To acquire knowledge of writing basic use of Python Datatypes and Statements, understanding of UI Applications using Python's TKinter, knowledge of Database Connection with Python Application, understanding File Operations.

**COURSE NAME: DATA STRUCTURES**

**COURSE OUTCOME-**

Students will gain knowledge for different data structure and algorithm complexities.

**COURSE NAME: COMPUTER NETWORKS**

**COURSE OUTCOME-**

Learner will be able to understand data communication and networking concepts thoroughly and will be acquainted with knowledge about common equipment, standard hardware and software requirements and communication protocols which are important for them to proceed with industrial requirements

**COURSE NAME: DATABASE MANAGEMENT SYSTEM**

**COURSE OUTCOME-**

Understanding techniques for building robust business application.

**COURSE NAME: APPLIED MATHEMATICS**

**COURSE OUTCOME-**

Students will be able to apply the knowledge in diverse computing domains

#### **SEMESTER: IV**

**COURSE NAME: CORE JAVA**

**COURSE OUTCOME-**

The student will be able to understanding fundamentals of Java, knowledge about packages and implementing Multithreading concept in Java, understanding and implementing networking and I/O using Java, knowledge and implementation of GUI components and database connectivity.

**COURSE NAME: INTRODUCTION TO EMBEDDED SYSTEM**

**COURSE OUTCOME-**

Foster ability to understand the internal architecture and interfacing of different peripheral devices with Microcontrollers, to write the programs for microcontroller, to understand the role of embedded systems in industry, to understand the design concept of embedded systems

**COURSE NAME: COMPUTER ORIENTED STATISTICAL TECHNIQUES**

**COURSE OUTCOME-**

Students completing this course will be able to do the data analysis and testing of hypothesis

**COURSE NAME: SOFTWARE ENGINEERING**

**COURSE OUTCOME-**

Ability to gather and specify requirements of the software projects, to analyse software requirements with existing tools, to understand and apply the basic project management practices in real life projects.

**COURSE NAME: COMPUTER GRAPHICS AND ANIMATION**

**COURSE OUTCOME-**

Student will be able to understand basic knowledge of transformation and image processing.

#### **SEMESTER: V**

**COURSE NAME: SOFTWARE PROJECT MANAGEMENT**

**COURSE OUTCOME-**

Student will be able to design basic modules of a project

**COURSE NAME –INTERNET OF THINGS**

**COURSE OUTCOME-**

Students will be able to work on Hardware circuits and also to create a mini-project based on IoT

**COURSE NAME -ADVANCED WEB PROGRAMMING**

**COURSE OUTCOME-**

The students will be able to learn partial refreshes of web pages using ajax

**COURSE NAME – ARTIFICIAL INTELLIGENCE**

**COURSE OUTCOME-**

Demonstrate knowledge of the building blocks of AI as presented in terms of intelligent agents, analyse and formalize the problem as a state space, graph, design heuristics and select amongst different search or game-based techniques to solve them, to develop intelligent algorithms for constraint satisfaction problems and also design intelligent systems for Game Playing

**COURSE NAME – ENTERPRISE JAVA**

**COURSE OUTCOME-**

Understanding of GUI components using Java EE architecture, knowledge of servlets, JSP, EJB, Hibernate and their implementation, basic understanding of JavaBean, Web services.

### **SEMESTER: VI**

**COURSE NAME: SOFTWARE QUALITY ASSURANCE**

**COURSE OUTCOME-**

Student will be able to develop test cases and test a project

**COURSE NAME: SECURITY IN COMPUTING**

**COURSE OUTCOME-**

At the end of the course, the students have firm understanding on basic terminology and concepts related to network and system level security, basics of computers and networking including Internet Protocol, routing, Domain Name Service, and network devices

**COURSE NAME - BUSINESS INTELLIGENCE**

**COURSE OUTCOME-**

Students will be able to apply the acquired knowledge in diverse business and computing domains.

**COURSE NAME – PRINCIPLES OF GEOGRAPHIC INFORMATION SYSTEMS**

**COURSE OUTCOME-**

At the completion of the course, students will have a basic, practical understanding of GIS concepts, techniques and real-world applications, know how GIS is utilized in the larger context of business needs and IT strategies, have an ability to perform basic GIS analysis of concepts, have demonstrated a practical application using basic GIS tools.

**COURSE NAME – IT SERVICE MANAGEMENT**

**COURSE OUTCOME-**

Students will understand ITIL Framework and its components

**Programme Code: UAHADC**

**Programme Name: Bachelor of Arts (Honours) Apparel Design and Construction**

**Programme Objective**

This program of Bachelor of Arts (Honours) Programme in Apparel Design & Construction is structured to provide graduates with practical skills required in fashion designing field. The main objective of B A (Honours) - Apparel Design & Construction Program are :-

- To provide intensive theoretical & practical knowledge of International fashions

- To provide an integrated perspective of management functioning along with a good amount of exposure to real life cases / technical knowhow.
- To train students to predict consumer reaction and to work within the financial budgets for the manufacturing process of the apparel to make it fashionable and functional.
- To build students' strong foundation in terms of design sense, conceptualization, independent research, creative application and individual artistic expression to start their own entrepreneurial journey.
- To complete their Formal graduation along with global technical knowledge of fashion designing and get recognized in the fashion industry.

## **SEMESTER – 1**

### **1. Environmental Studies**

#### **Objectives:**

- To revise the important concepts of environment and its impact on the interrelationship between various components of the environment.
- To recognise and realise, the harmful effects of pollutants on the environment, when their balance shifts as a result of anthropogenic activities.

#### **Learning Outcome:**

- Learner shall comprehend the impact of the interrelationship between various components of environment.
- Learner will apply the knowledge of pollutants to undertake research projects/studies.

### **2. Fundamental Textile Science**

#### **Objectives:**

- To familiarise the students with the terminologies related to apparel and its construction.
- To impart knowledge about textile fibres in terms of their origin and performance characteristics.

#### **Learning Outcome:**

- Get acquainted with the basic weaves-plain, twill and satin and creating variety in weaves with different colour and weave effects
- Study about various dimensions of yarns like types of yarns, yarn size and twist and yarn calculations for weaving, preparation of yarn for weaving
- Learn about knitting – components of knitting, warp and weft knitting

### **3. Fashion Studies and Illustration – Part 1**

#### **Objectives**

- Developing a working concept of what it means to draw.
- Reinforcing the principles of traditional drawing skills.
- Developing new ways of thinking, seeing, and creating.

#### **Learning Outcome:**

- Students will demonstrate a unique visual language
- Students will present a portfolio representative of their ability to communicate visually through illustration demonstrating the use of composition, contemporary art trends, and cultural, social, and visual language.

### **4. Pattern Making and Apparel Construction – Part 1**

**Objectives:**

- To create awareness regarding selection criteria relating to apparel and home textiles.
- To acquaint the students with the tools and equipment used for sewing.

**Learning Outcome:**

- Get knowledge of basic stitches that a seamstress can employ in garment construction.
- Study about various pre-preparatory processes involved in fabric preparation for garment construction & get familiar with fabric grain & its importance.

**5. History of Indian Costumes****Objectives:**

- Explain how costume develops differently within different cultural environments.
- Identify costumes with reference to time periods and culture
- Examine the range and diversity of costumes, coiffure and ornaments in various ages in a variety of styles based on classes and communities

**Learning Outcome:**

- Explain the significance of studying fashion history as a source of research for developing new collections
- Express their knowledge of history of clothing and costume

**SEMESTER II****1. Business Communication****Objectives:**

- Using persuasive and professional language in speech and writing
- conducting effective business research and communicating the process and findings in a range of business documents and oral presentations
- Planning and managing a business project and communications strategy

**Learning Outcome:**

- Using persuasive and professional language in speech and writing conducting effective business research and communicating the process and findings in a range of business documents and oral presentations
- Demonstrating advanced interpersonal communication, business etiquette and relationship building skills
- Communicating effectively across cultures and to a range of different business audiences

**2. Grooming and Personality Development****Objectives:**

- Polishing manners to behave appropriately in social and professional circles
- Enhancing the ability to handle casual and formal situations in terms of personal grooming, dining and entertaining etiquette
- Developing and maintaining a positive attitude and being assertive

**Learning Outcome:**

- Self-Awareness, Personal Development, and Life Skills
- Leadership and Communication

**3. Fashion Studies and Illustration – Part 2****Objectives:**

- Developing a working concept of what it means to draw.
- Reinforcing the principles of traditional drawing skills.

- Developing new ways of thinking, seeing, and creating

**Learning Outcome:**

- Students will demonstrate a unique visual language
- Students will present a portfolio representative of their ability to communicate visually through illustration demonstrating the use of composition, contemporary art trends, and cultural, social, and visual language

**4. Pattern Making and Apparel Construction – Part 2**

**Objectives**

- To create awareness regarding selection criteria relating to apparel and home textiles.
- To acquaint the students with the tools and equipment used for sewing.

**Learning Outcome:**

- Get knowledge of basic stitches that a seamstress can employ in garment construction.
- Study about various pre-preparatory processes involved in fabric preparation for garment construction & get familiar with fabric grain & its importance.

**5. History of world Costumes**

**Objectives:**

- Analyze an informational text about the history of fashion
- Identify and describe fashion eras from the 1890s through the 1990s
- Design a modern outfit inspired by a specific era

**Learning Outcome:**

- Address historical periods and clothing as they are utilized in creating theatre design, and understand the social and artistic movements which shaped the era.
- Compile research in costume history, placing it in an historical, social and geographical context.

## **SEMESTER III**

### **1. Styling**

#### **Objectives**

- The program aims to equip the student with an in-depth understanding of the role of the stylist in today's fashion industry.
- The course enables the learner, with the mind-set of a global thinker, to pursue a career in the styling industry.

#### **Learning Outcome:**

- Understand the fashion styling process and develop the creative, intellectual and technical skills necessary to practice within the fashion industry;
- Apply relevant technology both, current and emerging, with the intention of demonstrating an understanding of the role and application of this;

### **2. Textile Design Technique**

#### **Objectives**

- To provide comprehensive knowledge about the concepts of dyeing and printing of textiles.

#### **Learning Outcome:**

- Examine, analyse and evaluate theoretical and practical principles, emerging trends and issues pertinent to textile design and related industries
- Demonstrate technical and creative skills, critical thinking when identifying and solving problems in diverse contexts for textile, fashion and other design contexts

### **3. Appreciation of Textile Craft**

#### **Objectives**

- To foster understanding of embroideries-motifs used, colour combinations used etc.

#### **Learning Outcome:**

- They develop an understanding and experience of using different textile process and techniques.

### **4. Advanced Apparel Construction - 1**

#### **Objectives**

- To create awareness regarding selection criteria relating to apparel and home textiles.
- To acquaint the students with the tools and equipment used for sewing.

#### **Learning Outcome:**

- Understand various garment construction processes like seams, fullness, neckline finishes, placket openings, hems, fasteners etc
- Discover the clothing requirements of Infants and female.

### **5. Advanced Fashion Studies and Illustration**

#### **Objectives:**

- Appreciate the unique considerations and focuses of fashion illustration
- Sketch the human body in proportions relevant to fashion illustration
- Conduct quick sketches of clothing items on the human body

#### **Learning Outcome:**

- Create illustrations from the development of the original concept to final execution
- Apply theories and principles of design and communication to the development of effective illustrations.

## SEMESTER IV

### 1. Fashion Event Management

#### Objectives

- To create an understanding of the different types of fashion events and the planning required for their successful organisation.
- To impart practical knowledge of the main administrative, design, marketing, operational and risk management steps required for the successful organisation of fashion events through project work.

#### Learning Outcome:

- Student will be able to conceptualize, plan and execute a fashion show event.

### 2. Indian Embroidery

#### Objectives:

- Acquire relevant skills in different traditional textiles of India, categorized on the basis of the production technique, namely embroidered, resist, dyed, printed and hand woven textiles.
- This subject introduces the students to the rich textile heritage of India.

#### Learning Outcome:

- Appreciate the finer nuances of embroideries.
- Classify the regional embroideries of India.
- Identify a specific embroidery style of India on the basis of colours, motifs and layout.

### 3. Working with Vectors (Photoshop)

#### Objectives

- Develop their skills in editing and altering photographs for through a basic understanding of the tool bar, layers, and the adjustments panel.

#### Learning Outcome:

- Design layouts for web pages
- Touch Ups
- Colour corrections

### 4. Draping and Advanced Draping

#### Objectives:

- Creative draping and experimentation to explore your creativity and develop your design sense
- Marking draped design in order to create patterns

#### Learning Outcome:

- One will be able to maximize your ability to create more interesting garment pieces and details without boundaries.

### 5. Fashion Show Project and Portfolio

#### Objectives:

- Demonstrate a personal design philosophy through launch of Collection

## SEMESTER V

### 1. Accessories Designing

#### Objectives

- Create a more integrated fashion look with an understanding of the role of accessories
- Experiment with a variety of materials and techniques relevant to fashion accessories
- Present fashion accessories work in a professional manner

**Learning Outcome**

- Design and plan an accessories collection in line with the clothing collection

**2. Working with Bitmaps (Corel Draw)**

**Objectives:**

- Students learn the process of creative thinking and its ideas implementation graphically

**Learning Outcome:**

- Make use of the general computer technologies in fashion and textile industry;
- Communicate effectively with others regarding textile design, fashion design and pattern design and manufacturing systems.

**3. Advanced Apparel Construction 2**

**Objectives**

- To create awareness regarding selection criteria relating to apparel and home textiles.
- To acquaint the students with the tools and equipment used for sewing.

**Learning Outcome:**

- Understand various garment construction processes like seams, fullness, neckline finishes, placket openings, hems, fasteners etc
- Discover the clothing requirements of men.

**4. Fashion Retail and E-tail**

**Objectives:**

- To create an awareness and understanding of the evolution and current structure of the apparel retailing industry in India
- To develop an understanding and appreciation of the four Ps of marketing, basic principles of visual merchandising and effective customer handling practices

**Learning Outcome:**

- Identify and understand basic theories, principles, practices and terminology related to each functional area of business
- Perform basic functions appropriate to each functional area of business

**SEMESTER VI**

**1. Textile Care and Conservation**

**Objectives:**

- It aims to foster the key skills of judgement and decision-making
- Enabling students to select and carry out appropriate conservation treatments for a range of textile objects.

**Learning Outcome:**

- Awareness of preventive and remedial conservation with respect to textile conservation
- Ability to handle, package and transport objects with confidence
- Ability to plan storage for collections

## 2. Merchandising

### Objectives:

- Explore the buying process
- Identify business strategies for buying and selecting products
- Increase skills in buying and merchandising

### Learning Outcome:

- Recognize and identify design elements and trends from key eras of fashion history
- Demonstrate key concepts of fashion merchandising, retail buying, special events and promotions, visual merchandising, and image/fashion consulting.

## 3. Fashion Workshop and Research

### Objectives:

- To conduct research to create and disseminate knowledge to the academic community, commerce, industry and society.

### Learning Outcome:

- Select and define a research topic and implement a research plan using appropriate methodologies
- Forecast trends, demand and supply using statistical methods

## 4. Fashion Branding

### Objectives:

- To understand the unique consumer behavior at fashion and luxury market and the influence to the branding strategy of the fashion brands.
- To learn how to manage the fashion and luxury brand and to understand the know-how of fashion brands for their global strategy.

### Learning Outcome:

- To apply current theories and practices of strategic marketing on fashion brands;
- To discuss the challenges of leading and managing creativity in global contexts and multidisciplinary teams;

### Program Code: UHCAS

### Programme Name: Bachelor of Commerce (B.Com.) (Honours) in Actuarial Studies

### Programme Outcome:

This program of B. Com. (Honours) - Actuarial Studies is structured to provide graduates with practical skills required in international actuarial field. The main objective of B. Com. (Honours) - Actuarial Studies Program are :-

- To provide intensive theoretical & practical knowledge in all aspects of risk management.
- To provide an integrated perspective of management functioning along with a good amount of exposure to real life cases / technical knowhow on crucial aspects of Insurance products pricing
- To produce bachelors with a strong background in Mathematics, Statistics, Economics, Finance and Analytics to deal with Data Analysis in the areas of Financial Sector such as Insurance, Banking, Capital Market and other Financial Applications in view of sustained growth envisaged in Insurance Industry and KPO industry at large in the Financial sector.
- To develop students' competencies to identify the possibility of a bad event, or a catastrophe; evaluate a solution to minimize the possibility of said bad event, or catastrophe, from occurring and also analyze

the losses, that the risk might bring about, and devise solutions to reduce its consequences to the economy.

- To make actuarial study students job-ready in the profession of actuaries and analytics.
- To provide expert's knowledge to undertake Actuarial profession and become a catalyst in the process of becoming actuary.

## **SEMESTER I**

### **1.Foundation Course**

#### **Course Objective**

- To make a student aware of
- Composition of Indian society from many facets and impact of globalization
- Impact of Politics and power changes on social and economic growth
- Actuarial profession and role of actuary, Constitution and Role of Institute of Actuaries of India
- Impact of Several Influential People (Indian and International)

#### **Course Outcome**

On successful completion of this course, student should be able to

- describe composition of Indian society
- describe impact of globalisation
- explain impact of Politics and power changes on social and economic growth
- state constitution and role of Institute of Actuaries of India
- describe role of actuary
- describe achievements of some famous people, analyse their strengths and describe the impact of their deeds on our lives

### **2.Actuarial Statistics 1A (Theory)**

#### **Course Objective**

- The aim of this course is to provide a grounding in mathematical and statistical techniques that are of particular relevance to actuarial work.

#### **Course Outcome**

On successful completion of this course, student should be able to

- Calculate various statistical measures and Interpret them
- Summarise data using appropriate statistical analysis, descriptive statistics and graphical presentation
- Calculate probabilities of simple and compound events
- Define random variables and determine their distributions in various actuarial applications
- Describe the essential features of statistical distributions
- Determine generating functions
- Calculate probabilities and other measures from standard discrete and standard continuous distributions

### **3.Actuarial Statistics 1A (Practical)**

#### **Course Outcome**

On successful completion of this course, student should be able to use scientific calculator, spreadsheet software to

- Calculate various statistical measures and Interpret them
- Summarise data using appropriate statistical analysis, descriptive statistics and graphical presentation.
- Calculate probabilities of simple and compound events
- Calculate probabilities and other measures from standard discrete and standard continuous distributions
- Perform data analysis including principal component analysis A student should carry out practical exercises to achieve the above mentioned competence.

#### **4. Actuarial Statistics 1B [Theory]**

##### **Course Objective**

- The aim of this course is to provide a grounding in mathematical and statistical techniques leading to inferences that are of particular relevance to actuarial work.

##### **Course Outcome**

On successful completion of this subject, a student will be able to:

- describe and apply the principles of statistical inference
- calculate point estimate band interval estimates of parameters under different distribution environments
- calculate test statistic and perform a test of significance for various parameters under appropriate distributional environments
- describe, apply and interpret the results of the linear regression model and generalised linear models.
- explain the fundamental concepts of Bayesian statistics and use them to compute Bayesian estimators.

#### **5. Actuarial Statistics 1B [Practical]**

##### **Course Outcome**

On successful completion of this course, student should be able to use scientific calculator, spreadsheet software (if required) to

- calculate point estimate band interval estimates of parameters under different distribution environments
- calculate test statistic and perform a test of significance for various parameters under appropriate distributional environments
- interpret the results of the linear regression model and generalised linear models
- fit a linear regression model to a data set and interpret the output
- fit a generalised linear model to a data set and interpret the output
- compute Bayesian estimators

#### **6. Actuarial Accounting 1 (Theory)**

##### **Course Objective**

The aim of this course is to

- provide a basic understanding of corporate finance
- provide knowledge of the instruments used by companies to raise finance

##### **Course Outcome**

On successful completion of this course, student should be able to

- understand how companies are governed and structured
- suggest
- appropriate ways to finance a company

#### **7. R Programming and Analytics (Practical)**

##### **Course Objective**

- Gain a foundational understanding of business analytics using R programming
- Master the R programming and understand how various statements are executed in R

##### **Course Outcome**

On successful completion of this course, student should be able to

- Gain an in-depth understanding of data structure used in R and learn to import/export data in R
- Define, understand and use the various apply functions and DPLYR functions
- Understand and use the various graphics in R for data visualization
- Gain understanding of statistical concepts, hypothesis testing method and regression models.
- Learn and use clustering methods including K-means, DBSCAN, and hierarchical clustering

## SEMESTER II

### 1.Environmental Studies

#### Course Objective

- To provide a basic understanding of environment around us in terms of natural resources, institutions and people around us, changes appearing in the environment, measuring their impact, assessment of risk and some methods of managing such risks.

#### Course Outcome

On successful completion of this course, a student shall be able to

- Describe what is importance of environmental study
- State the natural resources around us
- Describe ecosystems and their characteristics
- Describe biodiversity and its significance
- Describe different types of pollution and their impact
- Discuss social issues and environment
- Describe how human population is affected by environmental issues
- Describe actuarial and statistical models useful in assessing certain environmental risks and methods to deal with those risks

### 2.Actuarial Statistics 2A [Theory]

#### Course Objective

- The aim of this subject is to provide a strong background of mathematical and statistical modeling techniques that are of particular relevance to actuarial work, including time series analysis and its applications

#### Course Outcome

On successful completion of this subject, a student will be able to:

- describe and use statistical distributions for risk modeling
- describe the main concepts underlying the analysis of time series models
- describe and apply basic principles of machine learning

### 3.Actuarial Statistics 2A [Practical]

#### Course Outcome

On successful completion of this course, student should be able to use scientific calculator, spreadsheet software, R studio (if required) to

- calculate moments and cumulative probabilities for loss distributions
- calculate the estimates of the parameters of a failure time or loss distribution when the data is complete, or when it is incomplete, using maximum likelihood and the method of moments
- fit a statistical distribution to a dataset and calculate appropriate goodness of fit measures
- calculate various measures of tail weight and interpret the results to compare the tail weights
- calculate sample autocorrelation coefficients and use them for estimating parameters in a time series model
- calculate forecasts based on time series models
- use appropriate software to apply machine learning techniques

### 4.Actuarial Statistics 2B [Theory]

#### Course Objective

- The aim of this subject is to provide a strong background of mathematical and statistical modeling techniques that are of particular relevance to actuarial work, including stochastic processes and survival models and their application.

### **Course Outcome**

On successful completion of this subject, a student will be able to:

- describe and apply Markov chains and Markov processes
- describe and apply techniques of survival analysis

## **5. Actuarial Statistics 2B [Practical]**

### **Course Outcome**

On successful completion of this course, student should be able to use scientific calculator, spreadsheet software, R studio (if required) to

- calculate probabilities pertaining to simple stochastic process like simple random walk
- calculate multistep and steady-state probabilities using Markov Chain model
- calculate probabilities, expected waiting time in a state, expected time to reach from one state to another and other measures for Markov model
- calculation of probability, mean pertaining to lifespan based on different lifetime patterns
- calculate the Kaplan-Meier (or product limit) estimate of the survival function in the presence of censoring and estimate its variance
- calculate the Nelson-Aalen estimate of the cumulative hazard rate in the presence of censoring and estimate its variance
- apply Cox regression model to estimate proportionate hazards of two dissimilar lives
- compute maximum likelihood estimators for the constant transition intensities in Markov models using transition frequency data
- obtain estimates of central exposed to risk and hence estimates of transition probabilities in single decrement models
- carry out graduation by different standard methods
- carry out statistical tests of graduated rates for smoothness and adherence including tests for overall fit, presence of bias
- use an appropriate computer software package to apply Lee- Carter, age-period-cohort and p-spline regression models

## **6. Actuarial Accounting 2**

### **Course Objective**

The aim of this course is to

- provide a basic understanding of accounting principles
- provide the ability to interpret the accounts and financial statements of companies and financial institutions
- provide an understanding of how to manage financial risk

### **Course Outcome**

On successful completion of this course, student should be able to

- analyse published accounts
- produce management information

## **7. Advanced Excel with Macros [Practical]**

### **Course Objective**

- This course is aiming at providing grounding in Excel and its advanced features including various Excel functions useful in actuarial analytics and enable building Excel macros using visual basic.

## Course Outcome

- On successful completion of this course, student should be able to
- Demonstrate knowledge of Utility, Specifications
- Creating and Operating on worksheets: Entering data, editing data, Window view controls, working with cells and ranges, Introducing Tables, formatting worksheets, using and creating Templates, printing from worksheets
- Working with formats and functions: Introducing formulas and functions
- Creating formulas using functions useful for text manipulation, date and time related applications, counting and summing, formulas to LookUp values, useful for financial and statistical applications and formulas with array functions
- Creating charts and graphics: create and edit charts of the following types: Column, Bar, Line, Pie, XY charts
- Use Advanced Features: Creating and using outlines, linking and consolidating worksheets, sharing data with other applications, analyzing data using MS Query with external database files, performing what-if analysis, analyzing data using Goal Seek and Solver
- Demonstrate Programming Ability in EXCEL with VBA using VBA sub-procedures and VBA functions, Create VBA Macros, record actions to create them, write VBA Code.

## SEMESTER III

### 1. Actuarial Mathematics 1A

#### Objective:

- The aim of this course is to provide a grounding in the principles of modelling as applied to actuarial work – focusing particularly on deterministic models which can be used to model and value known cashflows

#### Outcome:

On successful completion of this course, student should be able to

- describe the basic principles of data analysis in actuarial modeling
- calculate present value, real value of money
- modify financial values at different times by inflating/deflating them to compare
- describe, interpret and discuss the theories on interest rates
- use them for decision making in various actuarial applications
- Learner will apply the knowledge of pollutants to undertake research projects/studies.

### 2. Actuarial Mathematics 1B

#### Objective:

• The aim of this course is to provide a grounding in the principles of modeling as applied to actuarial work – focusing particularly on deterministic models which can be used to model and value known cashflows as well as those which are dependent on death, survival, or other uncertain risks.

#### Outcome:

On successful completion of this course, student should be able to

- understand and apply equation of values by cashflow inflation/deflation approach
- describe, interpret and discuss mathematical techniques used to model and value cashflows which are contingent on mortality and morbidity risks [including single decrement models and multiple decrement models]

### 3. Actuarial Mathematics 1C

**Objective:**

- The aim of this course is to provide a grounding in the principles of modeling as applied to actuarial work – focusing particularly on deterministic models which can be used to model and value known cashflows as well as those which are dependent on death, survival, or other uncertain risks.

**Outcome:**

On successful completion of this course, student should be able to

- Determine premiums for life insurance plans with or without profit
- Determine premiums/benefits for benefit plans for individual life coverage plans
- understand reserves and calculate reserves
- develop capability to perform profit testing to finalise premiums

**4. Actuarial Mathematics 1 [Practical]****Objective:**

- The aim of this course is to provide a grounding in the principles of modeling as applied to actuarial work – focusing particularly on deterministic models which can be used to model and value known cash flows as well as those which are dependent on death, survival, or other uncertain risks.

**Outcome:**

On successful completion of this course, student should be able to

- apply the basic principles of data analysis in actuarial modeling
- apply, interpret and discuss mathematical techniques used to model and value cashflows which are contingent on mortality and morbidity risks
- use spreadsheet software for a variety of calculations (including use of first principle and various software functions)

**5. Insurance Principles and Designing of Insurance Products (Theory)****Objective:**

- The aim of this course is to provide a grounding in the principles of insurance, underwriting process, sales process, claim process and types of life and non-life insurance products (including designing of products).

**Outcome:** After successful completion of this course, student should be able to

- Describe Purpose and Process of insurance
- Apply their understanding in designing insurance contract needs
- State the purpose and products of life insurance processes from acceptance of application till closure due to claim or otherwise
- Describe products of employee benefits
- Describe products of Non-life insurance
- Appraise Rating practices and premium calculations

**6. Insurance Principles and Designing of Insurance Product (Practical)****Objective:**

- The aim of this course is to provide an insight into designing of insurance products.

**Outcome:**

After successful completion of this course, student should be able to

- Understand the sources of ideas to design product
- Conduct a survey to know the available products and their features in the market

- Conduct a survey to understand need for different types of products, product features
- Demonstrate the understanding by designing the features of some innovative products in life insurance, annuities, non-life insurance and health insurance

## **SEMESTER IV**

### **1. Actuarial Mathematics 2A**

#### **Objective:**

- The aim of this course is to provide a grounding in the principles of modeling as applied to actuarial work – focusing particularly on investors' mind frame and behaviour that may affect investment decisions. This will enhance ability to communicate with other financial professionals and critically evaluate modern financial theories.

#### **Outcome:**

On successful completion of this course, student should be able to

- describe, interpret and discuss the theories on the behaviour of financial markets (including models for interest rates)
- discuss the advantages and disadvantages of different measures of investment risk
- use them for decision making in various actuarial applications

### **2. Actuarial Mathematics 2B**

#### **Objective:**

- The aim of this course is to provide a grounding in the principles of modeling as applied to actuarial work – focusing particularly on stochastic asset models which can be used to make investment decisions. These skills are also required to communicate with other financial professionals and to critically evaluate modern financial theories.

#### **Outcome:**

On successful completion of this course, student should be able to

- describe, construct, interpret and discuss the models underlying asset valuations.

### **3. Actuarial Mathematics 2C**

#### **Objective:**

- The aim of this course is to provide a grounding in the principles of modeling as applied to actuarial work – focusing particularly on deterministic and stochastic liability models and the valuation of financial derivatives. This will enhance ability to communicate with other financial professionals and critically evaluate modern financial theories.

#### **Outcome:**

On successful completion of this course, student should be able to

- describe, construct, interpret and discuss the models underlying liability valuations
- describe, construct, interpret and discuss the models underlying option pricing.

### **4. Actuarial Mathematics 2 [Practical]**

#### **Objective:**

- The aim of this course is to provide a grounding in the principles of modeling as applied to actuarial work – focusing particularly on stochastic asset liability models and the valuation of financial derivatives. These skills are also required to communicate with other financial professionals and to critically evaluate modern financial theories

#### **Outcome:**

On successful completion of this course, student should be able to On successful completion of this subject, a student will be able to:

- apply the theories on the behaviour of financial markets
- calculate different measures of investment risk
- apply the models underlying asset valuations
- apply the models underlying liability valuations
- apply the models underlying option pricing

### **5.Data Analytics (Theory)**

#### **Objective:**

- The aim of this course is to provide a grounding in the applications of R- programming, Excel and other softwares in business analytics

#### **Outcome:**

After successful completion of this course, student should be able to

- Demonstrate skills to analyse business problems and solve them with the help of various technological tools including R-Programming, Excel
- Appraise Big Data needs and techniques to tackle them

### **6.Data Analytics (Practical)**

#### **Objective:**

- The aim of this course is to provide a grounding in the applications of R- programming, Excel and other softwares in business analytics

#### **Outcome:**

After successful completion of this course, student should be able to

- Demonstrate skills to analyse business problems and solve them with the help of various technological tools including R-Programming, Excel
- Appraise Big Data needs and techniques to tackle them

## **SEMESTER V**

### **1.Actuarial Economics 1**

#### **Objective:**

- The aim of this subject is to introduce students to the core economic principles and how they can be used in a business environment to help decision making and behavior.
- It provides the fundamental concepts of microeconomics that explain how economic agents make decisions and how these decisions interact.

#### **Outcome:**

On successful completion of this course, student should be able to

- show a systematic knowledge and critical awareness of economic theory in the areas of syllabus covered by the subject
- apply a range of techniques to solve problems in the areas of syllabus covered by the subject
- appreciate recent developments and methodologies in economics
- understand the relevance of economic theory to the business environment and the links between economic theory and its application in business
- apply basic microeconomic theory to business problems

## 2. Actuarial Business Management

- **Objective:** To provide students with an understanding of the wider business context in which Actuaries will work, integrating where appropriate the analysis of case studies to enhance the learning. The skills acquired should enable students to apply tools and techniques to assist strategic thinking and prepare for a role in wider management.

### Outcome:

On successful completion of this subject, a student will be able to:

- analyse the key drivers of external and internal business environments
- apply the strategic tools and frameworks needed to assess the competitiveness of a business
- develop a coherent business strategy
- define a business's culture
- explain how a business's culture will impact on the implementation of a chosen strategy
- understand the role of values and behaviours in the long term success of a business
- understand how to manage change within an organisation
- understand the importance of leadership in an organisation
- understand the nature and dynamics of working in teams

## 3. Actuarial Project-1

### Objective:

- To provide students an understanding of how to work in an actuarial office and to give an opportunity to acquire hands on experience of working on an actuarial problem under the guidance of an actuary.

### Outcome:

- After successful completion of this course, student will be able to explore solutions for the real problems, encountered in a real life job, in the complete project execution from start to finish, by applying basic actuarial concepts, principles and skills.

[4] Any one subject from DSE Group A [3 Credits]

[5] Any one subject from DSE Group A [3 Credits]

## Group A

### (A1) Security Laws

#### Objective:

The aim of this subject is to create an awareness amongst students of a variety of laws mainly pertaining to securities of all kinds (including securities pertaining to different kinds of assets, investments and capital market).

**Outcome:** On successful completion of this course, student should be able to

- describe, explain, interpret and discuss the implications and significance of various laws pertaining to
  - consumer protection laws
  - anti-corruption laws
  - financial security
  - investment security
  - organisation/professional bodies
  - cyber security
  - other significant items
- describe role of relevant regulators such as
- Securities and Exchange Board of India

## **(A2) Life Insurance**

### **Objective:**

The aim of this subject is to use the technical and business skills learnt in the Actuarial Statistics, Actuarial Modeling and Business subjects to understand the real life working in a life insurance company to solve their problems.

### **Outcome:**

On successful completion of this subject, a student will be able to:

- understand strategic concepts in the management of life insurance company and their products
- understand the risks faced both by individuals and groups who subscribe to their products and also the risks faced by life insurance companies
- explain the principles and techniques used to manage these risks
- understand the key techniques used by the life insurers to ensure that promised liabilities can be met

## **(A3) Employee Benefits and Laws**

### **Objective:**

The aim of this subject is to appraise a student of various employee benefits in India, pertinent laws and to develop skills to apply

- the mathematical and economic techniques, and
- the principles of actuarial planning and control needed for the financial management of pensions and other employee benefits

### **Outcome:**

On successful completion of this subject, a student will be able to:

- describe features of employee benefits in India
- state the laws pertaining to employee benefits in India and explain their significance
- understand the main principles and techniques of actuarial management and control that are relevant to benefit provision
- apply these principles to simple situations within the context of pensions and other benefits
- analyse hypothetical scenarios, including using judgement to assess the implications of possible actions and to develop appropriate proposals or recommendations relating to the management of benefit arrangements

## **(A4) Financial Reporting Standards**

### **Objective:**

- The aim of this course is to provide an insight into the need and implications of various financial reporting standards (including their effect on actuarial valuation of liabilities).

### **Outcome:**

On successful completion of this course, a student shall be able to

- describe and explain its significance and implication of various financial accounting standards (including their effect on actuarial valuation of liabilities)

## **6. Actuarial Business Communication 1**

### **Objective:**

The aim of this course is

- to identify appropriate forms of written communication
- to select appropriate language for a non-specialised audience
- to identify the key issues that need to be addressed and convey these in an effective way

**Outcome:**

On completion of this course, a successful candidate will be able to:

- draft an appropriate piece of communication as directed, to a standard expected of a newly qualified actuary without the need for significant re-drafting
- use an effective structure
- identify and use appropriate language that the intended recipient(s) will understand easily
- provide adequate and appropriate explanation of technical concepts
- incorporate appropriate communications tools to help convey meaning (e.g. graphs, tables and charts)
- reflect appropriately on their approach to a particular piece of communication

## SEMESTER VI

### 1. Actuarial Economics 2

**Objective:**

The aim of this subject is to introduce students to

- the core economic principles and appraise them of how these can be used in a business environment to help decision making and behaviour
- the principles underlying macroeconomics that explain how the economic system works, where it fails and how decisions taken by economic agents affect the economic system

**Outcome:** On successful completion of this course, student should be able to

- show a systematic knowledge and critical awareness of economic theory in the areas of syllabus covered by the subject
- apply a range of techniques to solve problems in the areas of syllabus covered by the subject
- appreciate recent developments and methodologies in economics
- understand the relevance of economic theory to the business environment and the links between economic theory and its application in business
- apply basic macroeconomic theory to business problems

### 2. Insurance Laws

**Objective:**

- The aim of this subject is to create an awareness amongst students of a variety of laws pertaining to insurance (including life insurance, non-life insurance and health insurance) business.

**Outcome:**

On successful completion of this course, student shall be able to

- describe, understand, interpret and analyse the implications of various laws pertaining to insurance sector. This in turn, would equip them to make better decisions regarding product design, pricing and reserve needed.

### 3. Actuarial Project-2

**Objective:**

- To provide students an understanding of how to work in an actuarial office and to give an opportunity to acquire hands on experience of working on an actuarial problem under the guidance of an actuary.

**Outcome:**

- After successful completion of this course, student will be able to explore solutions for the real problems, encountered in a real life job, in the complete project execution from start to finish, by applying basic actuarial concepts, principles and skills.

[4] Any one subject from DSE Group B [3 Credits]

[5] Any one subject from DSE Group B [3 Credits]

## **Group B**

### **(B1) Social Insurance**

#### **Objective:**

- To provide a student an insight into various social security / insurance schemes available in India which may enable them for creating awareness among community at large and in financial advisory role.

#### **Outcome:**

- On successful completion of this course, a student shall be able to describe the features, understand the usefulness and compare different social security/insurance schemes.

### **(B2) Non-life Insurance**

#### **Objective:**

- The aim of this subject is to use the technical and business skills learnt in the Actuarial Statistics, Actuarial Modeling and Business subjects to understand the real life working in a non-life insurance company to solve their problems.

#### **Outcome:**

On successful completion of this subject, a student will be able to:

- understand strategic concepts in the management of non-life insurance company and their products
- understand the risks faced both by individuals and groups who subscribe to their products and also the risks faced by non-life insurance companies
- explain the principles and techniques used to manage these risks
- understand the key techniques used by the non- life insurers to ensure that promised liabilities can be met

### **(B3) Health Insurance**

#### **Objective:**

- The aim of this subject is to use the technical and business skills learnt in the Actuarial Statistics, Actuarial Modeling and Business subjects to understand the real life working in a health insurance company to solve their problems.

**Outcome:** On successful completion of this subject, a student will be able to:

- understand strategic concepts in the management of health insurance company and their products
- understand the risks faced both by individuals and groups who subscribe to their products and also the risks faced by health insurance companies
- explain the principles and techniques used to manage these risks
- understand the key techniques used by the health insurers to ensure that promised liabilities can be met

## **(B4) Finance and Investments**

### **Objective:**

- The aim of this subject is to provide a basic understanding of financial and investment skills, options to invest for individuals and institutions and how to make investment and disinvestment decisions.

### **Outcome:**

- After successful completion of this unit, student will be able to
- Understand the need to invest
- Explain role of regulators for financial markets
- Outline functions of financial intermediaries in investment process
- Discuss various Investment Options available and their characteristics
- Suggest Financial Plans based on Individuals' needs
- Explain and apply fundamental analysis
- Explain and apply technical analysis
- Explain effect of taxes on Investment Options and levels
- Describe different types of mutual funds
- Explain role of Fund managers and how would they handle this

## **6. Actuarial Business Communication 2**

### **Objective:**

The aim of this course is

- to identify appropriate forms of written communication
- to select appropriate language for a non-specialised audience
- to identify the key issues that need to be addressed and convey these in an effective way
- to acquire soft skills required to be well prepared to write a good resume and take on an interview for a relevant job

### **Outcome:**

On completion of this course (and using inputs from Actuarial Business Communication 1 course), a successful candidate will be able to:

- redraft a write-up involving a lot of financial/actuarial jargon terms into a language that a person without actuarial background can understand
- preparing a shorter write-up from a long write-up involving a lot of financial/actuarial jargon terms
- write an impressive resume suitable for a related job
- demonstrate ability to take on an interview very well

**Programme Code: UHCIA**

**Programme Name: Bachelor of Commerce (Honours) Programme in International Accounting**

**Programme Outcome:**

This program of B Com (Honours) - International Accounting is structured to provide graduates with practical skills required in international accounting field. The main objective of B Com (Honours) - International Accounting Program are :-

- To provide intensive theoretical & practical knowledge of International Accounting
- To provide an integrated perspective of management functioning along with a good amount of exposure to real life cases / technical knowhow.
- To train students with knowledge in the field of Global Accounting and Finance, International Taxation, Leadership and Business Management.
- To develop students' accounting and finance competencies to become employable with consulting firms, global businesses or to start their own entrepreneurial journey.
- To complete their Formal graduation along with global technical knowledge of ACCA Qualification and get recognized as a Professional Graduate.

## **SEMESTER I**

### **1. ENVIRONMENTAL STUDIES**

**Objective:**

- The subject aims at creating awareness among the students about the environment with respect to its processes, damages and effects of human intervention. It also aims at explaining the ways in which the environment can be managed so that it can be saved from the wrath of human beings.

**Learning Outcome:**

- The students will be undertaking practical work like making an environmental diary, visits to sanctuaries and tree counting. This will enable the students to learn the environmental conditions in reality and the ways to manage them.
- The students will realize the problems around them and their contribution towards increasing or decreasing them. The subject will therefore make the students environmentally conscious.

### **2. ACCOUNTING WITH TALLY**

**Objective:**

- This course seeks to enhance the skills needed for computerized accounting system and to enable students to develop simple accounting applications.

**Outcome:**

- Learner will be able to work on accounting software Tally efficiently with respect to daily business transactions and GST.

### **3.ACCOUNTANT IN BUSINESS**

#### **Objective:**

- To develop knowledge and understanding of the various stakeholders of the business and into external environment and to develop communication skills as well as ability to work in teams

#### **Outcome:**

- On successful completion, the candidates should be able to explain the types of shareholders, apply professional ethics and governance, understand the external environment and its challenges to the business as well as improve communication and personal development

### **4.FINANCIAL ACCOUNTING**

#### **Objective:**

- To develop knowledge and understanding of the underlying principles and concepts relating to financial accounting and technical proficiency in the use of double-entry accounting techniques including the preparation of basic financial statements.

#### **Outcome:**

- On successful completion, the candidates should be able to explain the purpose of financial reporting, demonstrate use of double-entry book-keeping, record transactions and events, prepare Trial Balance and basic financial statements.

### **5(a)MICRO ECONOMICS**

#### **Objective:**

- The objective of the course is to acquaint the students with the concepts of microeconomics dealing with consumer behavior. The course also makes the student understand the supply side of the market through the production and cost behavior of firms.

#### **Outcome:**

- Learner will be clear with basic conceptual knowledge about micro economics.

### **5(b)BUSINESS MATHEMATICS**

#### **Objective:**

- The objective of this course is to familiarize the students with the basic mathematical tools, with an emphasis on applications to business and economic situations.

#### **Outcome:**

- Learner will get knowledge of applying mathematical tool in business situations.

## **SEMESTER II**

### **Business Communication**

#### **Objectives:**

1. To develop awareness of the complexity of the communication process
2. To develop communication skills in students so as to enable them to comprehend instructions, analyse information, make decisions and convey their ideas while minimising chances of misunderstanding, in written and spoken form.

**Outcome:**

1. After successful completion of the course the learner should be able to enhance his Listening, Speaking, Reading and Writing skills required in the field of Accounting.

**2.COURSE ON SOFT SKILLS****Objectives:**

- The focus of the course is to develop a wide variety of soft skills starting from communication, to working in different environments, developing emotional sensitivity, learning creative and critical decision making, developing awareness of how to work with and negotiate with people and to resolve stress and conflict in ourselves and others.

**Outcome:**

- Learner will master the soft skills required in various business situations.

**3.PERFORMANCE MANGEMENT****Objective:**

- To develop knowledge and skills in the application of management accounting techniques to quantitative and qualitative information for planning, decision-making, performance evaluation, and control.

**Outcome:**

- On successful completion, the candidates should be able to explain and apply cost accounting techniques, appropriately apply decision-making techniques, make use of appropriate budgeting techniques and methods of planning and control and identify and discuss various performance management measures from both a financial and non-financial viewpoint

**MANAGEMENT ACCOUNTING****Objective:**

- To develop knowledge and understanding of management accounting techniques to support management in planning, controlling and monitoring performance in a variety of business contexts.

**Outcome:**

- On successful completion, the candidates should be able to explain management information and sources, apply cost accounting techniques, carry out variance analysis, prepare budgets and effectively monitor business performance.

**5 (a) MACRO ECONOMICS****Objective:**

- The course aims at providing the student with knowledge of basic concepts of macroeconomics. The modern tools of macroeconomics analysis will be discuss.

**Outcome:**

- Learner will understand the concept of macroeconomics.

**5 (b) BUSINESS STATISTICS****Objective:**

- The objective of this course is to familiarise students with the basic statistical tools used for managerial decision-making.

**Outcome:**

- Learner will be able to apply statistical tools in various decision making process.

## **SEMESTER III**

### **1.TAX PLANNING**

#### **Objective:**

- To develop knowledge and skills in the understanding of the general legal framework within which international business takes place, and of specific legal areas relating to business, recognizing the need to seek further specialist legal advice where necessary.

#### **Outcome:**

- On successful completion, the candidates should be able to identify essential elements of different legal systems, recognize different types of international business forms, recognize legal implications relating to insolvency laws and understand corporate fraudulent and criminal behavior

### **2.Taxation**

#### **Objective:**

- To develop knowledge and skills relating to the tax system as applicable to individuals, single companies, and groups of companies.

#### **Outcome:**

- On successful completion, the candidates should be able to explain operation and scope of the Taxation system, compute Income tax liabilities, chargeable gains, inheritance tax of individuals as well as compute corporation tax liabilities and value added tax on corporate.

### **3.Financial Reporting (Part I)**

#### **Objective:**

- To develop knowledge and skills in understanding and applying accounting standards and the theoretical framework in the preparation of financial statements of entities, including groups and how to analyse and interpret those financial statements.

#### **Outcome:**

- On successful completion, the candidates should be able to discuss and apply conceptual and regulatory frameworks for financial reporting, account for transactions in line with international accounting standards, analyze and interpret financial statements as well as present financial statements for single entities and business combinations.

### **4.Financial Reporting (Part II)**

#### **Objective:**

- To develop knowledge and skills in understanding and applying accounting standards and the theoretical framework in the preparation of financial statements of entities, including groups and how to analyse and interpret those financial statements.

#### **Outcome:**

- On successful completion, the candidates should be able to discuss and apply conceptual and regulatory frameworks for financial reporting, account for transactions in line with international accounting standards, analyze and interpret financial statements as well as present financial statements for single entities and business combinations.

## **5.Audit & Assurance (Part I)**

### **Objective:**

- To develop knowledge and understanding of the process of carrying out the assurance engagement and its application in the context of the professional regulatory framework.

### **Outcome:**

- On successful completion, the candidates should be able to explain the concept of audit and assurance including ethics and professional conduct, demonstrate how auditor obtains audit engagements, evaluates system controls and risks, gathers audit evidence and relies on evidence of third parties.

## **SEMESTER IV**

### **1.E-Commerce**

#### **Objective:**

- To enable the student to become familiar with the mechanism for conducting business transactions through electronic means.

#### **Outcome:**

- Learner will be equipped with the knowledge of business working in electronic environment.

### **2.CORPORATE & BUSINESS LAW**

#### **Objective:**

- To develop knowledge and skills in the understanding of the general legal framework within which international business takes place, and of specific legal areas relating to business, recognizing the need to seek further specialist legal advice where necessary.

#### **Outcome:**

- On successful completion, the candidates should be able to identify essential elements of different legal systems, recognize different types of international business forms, recognize legal implications relating to insolvency laws and understand corporate fraudulent and criminal behavior

### **3.Audit & Assurance (Part II)**

#### **Objective:**

- To develop knowledge and understanding of the process of carrying out the assurance engagement and its application in the context of the professional regulatory framework.

#### **Outcome:**

- On successful completion, the candidates should be able to explain the concept of audit and assurance including ethics and professional conduct, demonstrate how auditor obtains audit engagements, evaluates system controls and risks, gathers audit evidence and relies on evidence of third parties.

#### **4. Financial Management (Part I)**

**Objective:**

- To develop the knowledge and skills expected of a finance manager, in relation to investment, financing, and dividend policy decisions.

**Outcome:**

- On successful completion, the candidates should be able to assess and discuss the impact of the economic environment on the business, apply working capital management techniques, evaluate alternative sources of finance, apply principles of business and asset valuations and apply risk management techniques in business

#### **Financial Management (Part II)**

• **Objective:**

To develop the knowledge and skills expected of a finance manager, in relation to investment, financing, and dividend policy decisions.

**Outcome:**

- On successful completion, the candidates should be able to assess and discuss the impact of the economic environment on the business, apply working capital management techniques, evaluate alternative sources of finance, apply principles of business and asset valuations and apply risk management techniques in business

### **SEMESTER V**

#### **1. Strategic Business Reporting (Part I)**

**Objective:**

- To discuss, apply and evaluate the concepts, principles and practices that underpin the preparation and interpretation of corporate reports in various contexts including the ethical assessment of managements' stewardship and the information needs of a diverse group of stakeholders.

**Outcome:**

- On successful completion, the candidates should be able to apply fundamental ethical and professional principles to ethical dilemmas, apply professional judgement in reporting of financial performance, prepare financial statements of groups and entities as well as interpret them for different stakeholders.

#### **2. Strategic Business Reporting (Part II)**

**Objective:**

- To discuss, apply and evaluate the concepts, principles and practices that underpin the preparation and interpretation of corporate reports in various contexts including the ethical assessment of managements' stewardship and the information needs of a diverse group of stakeholders.

**Outcome:**

- On successful completion, the candidates should be able to apply fundamental ethical and professional principles to ethical dilemmas, apply professional judgement in reporting of financial performance, prepare financial statements of groups and entities as well as interpret them for different stakeholders.

### **3. Business Research Methods**

#### **Objective:**

- This course aims at providing the general understanding of business research and the methods of business research. The course will impart learning about how to collect, analyze, present and interpret data

#### **Outcome:**

- Learner will acquire knowledge about analyzing data for the purpose of business research.

### **4 a. Companies Act 2013**

#### **Objective:**

- The objective of the course is to impart basic knowledge of the provisions of the Companies Act 2013. Case studies involving issues in corporate laws are required to be discussed.

#### **Outcome:**

- Learner will get knowledge of provisions of the Companies Act 2013.

### **4 b. Introduction to Advance Performance Management**

#### **Objective:**

- This course aims to apply relevant knowledge, skills and exercise professional judgement in selecting and applying strategic management accounting techniques in different business contexts and to contribute to the evaluation of the performance of an organisation and its strategic development.

#### **Outcome:**

- On successful completion, the candidates should be able to evaluate profit & dividend payout decisions, analyse acquisitions and help reconstruct the company with top management overview.

### **4 c. Risk Management**

#### **Objective:**

- This course will impart knowledge about evaluating and managing various risks in the business environment.

#### **Outcome:**

- Learner will be able to identify and manage various risks.

### **4 e. Banking & Insurance**

#### **Objective:**

- To impart knowledge about basic concepts and principles related to banking and insurance.

#### **Outcome:**

- Learner will be able to understand the working of banking and insurance.

## SEMESTER VI

### Strategic Business Leader (Part 1)

#### OBJECTIVE:

- The Strategic Business Leader (SBL) is a combination of Governance, Ethics, Controls, People Management and various theories having practical applications in the field of Business.

#### OUTCOME:

- On successful completion, the candidates should be able to become efficient leaders by enhancing their decision making skills within the ambit of governance, ethics and controls.

### 2. Strategic Business Leader (Part II)

#### OBJECTIVE:

- The Strategic Business Leader (SBL) is a combination of Governance, Ethics, Controls, People Management and various theories having practical applications in the field of Business.

#### OUTCOME:

- On successful completion, the candidates should be able to become efficient leaders by enhancing their decision making skills within the ambit of governance, ethics and controls.

### 3. Research – Project work

#### Objective:

- To give practical exposure of research.

#### Outcome:

- Learner will get practical experience of working on research project. Students will have to undertake a research project under the guidance of supervisor

Evaluation:

Hardcopy of

project – 50

marks

Presentation

–

30 marks

Viva –

20 marks

Total –

100 marks

### 4 a. International Business

#### Objective:

- The objective of the course is to familiarize students with concepts, importance and dynamics of international business and India's involvement with global business.

#### Outcome:

- It will provide theoretical foundations of international business.

#### **4b. Introduction to Advance Financial Management**

**Objective:**

- This course aims apply relevant knowledge, skills and exercise professional judgment as expected of a senior financial executive or advisor, in taking or recommending decisions relating to the financial management of an organisation in private and public sectors.

**Outcome:**

- On successful completion, the candidates should be able to assess and discuss the impact of the economic environment on the business, apply working capital management techniques, evaluate alternative sources of finance, apply principles of business and asset valuations and apply risk management techniques in business

#### **4 c. Goods & Service Tax**

**Objective:**

- To provide basic knowledge about provisions of GST.

**Outcome:**

- Learner will understand the basic concepts of GST.

#### **4 d. Corporate Accounting**

**Objective:**

To help the students acquire conceptual knowledge of corporate accounting and to learn the techniques of preparing financial statements.

**Outcome:**

Learner will be able to prepare and understand financial statement.

**Programme Code: UCSM**

**Programme Name: Bachelor of Management Studies – Sports Management (BMS - SM)**

**Programme Objectives**

1. To provide intensive theoretical & practical knowledge of management
2. To provide an integrated perspective of management functioning along with a fair amount of exposure to real life cases / technical knowhow.
3. To impart understanding of the five stages of Sports Management: research, design, planning, coordination, and evaluation
4. To learn to how to manage time effectively, to manage human resources, venues, spectators etc.
5. To have insight into hiring vendors for sports equipment's, venue management and other resources.
6. To be knowledgeable about risk-management procedures and tactics.
7. To learn about the requirements for necessary contracts, permits, and licenses, and how to meet these requirements.
8. To understand budgeting, pricing, and accounting as they relate to sports management

## **SEMESTER – I**

### **1. Fundamentals of Sports & New Age Dynamics**

**Course Objectives:**

1. To gain insights into the history of sports and other forms of organized physical activity
2. To gain a deeper understanding of International Olympic Committee (IOC) and how it functions.
3. To describe the Guiding Principles for Conduct of Team Sports.
4. To learn about early physical education and the modern age
5. To learn the current Indian model of Sports Governance

**Learning Outcome:**

After successful completion of the course the learner should be able to

1. Develop understanding about National/International Sports Organizations.
2. Understand role functioning of various sports bodies and authorities.

### **2. Leadership Principles in Sports**

**Course Objectives**

1. To understand impact of athlete behavior on Sport
2. To discuss leaders as an outcome of genetic formulation or consistent hard work and vision.
3. To understand essentials of teamwork
4. To apply leadership qualities of sports in day to day life and corporate management as well.
5. To understand vitality of lack of leadership principles in sports

**Learning Outcome**

After successful completion of the course the learner will be able to

1. Implement effective leadership skills
2. Develop critical thinking skills
3. Understand how leadership models are put into practice personally, locally, and globally

### **3. Principles of Management**

#### **Course Objectives**

1. To enable the students to apply management skills as per the industry demand.
2. To equip the students with directing, controlling and coordinating skills.
3. To understand and learn about the theories of management.

#### **Learning Outcome**

After successful completion of the course the learner will be able to:

1. Understand the concepts related to Business.
2. Demonstrate the roles, skills and functions of management.
3. Analyze effective application of POM knowledge to diagnose and solve organizational problems and develop optimal managerial decisions.
4. Understand the complexities associated with the management of human resources in the organizations and integrate the learning in handling these complexities.

### **4. Business Economics**

#### **Course Objectives**

1. To recognize the importance of business economics.
2. To understand demand forecasting and estimation.
3. To identify market structure and its significance in business.

#### **Learning Outcome**

After successful completion of the course the learner will be able to:

1. Analyze demand forecasting and estimation.
2. Interpret the market structure and its significance in business.
3. Understand supply and production decisions.

### **5. Business Communication & Soft Skills**

#### **Course Objectives**

1. To develop the skills of the students for proper self-expression, social communication, spoken English, correct pronunciation, voice modulation and business etiquettes
2. To help students enhance their presentation skills.

#### **Learning Outcome**

After successful completion of the course the learner will be able to

1. Understand the fundamentals of Business Communication.
2. Learn the basics of Report Writing.

### **6. Basics of Practical Sports Management - I (Training)**

#### **Course Objectives**

1. To learn Research, Conceptualization & Ideation
2. To learn Brainstorming, Data Collection, Analysis, Planning, Blueprint, Team
3. To learn Planning, Organization Structure, Time Management, Resource Management, Production & Operations, Logistics, Technical Requirement, Advertising & Marketing, Finance Management

#### **Learning Outcome**

After successful completion of the course the learner will be able to apply theoretical concepts learnt so far to practical grounds in the sports industry.

## **SEMESTER - II**

### **1. Management of Sports Leagues & Teams**

#### **Course Objectives**

1. To discover methods and practices of regulation and control in sports industry
2. To explain how non-profit sector relates with the sports sector
3. To understand how plays are managed in professional sports
4. To understand the gradual change in sports in terms of production and consumption
5. To analyze the challenges for a sports organization

#### **Learning Outcome**

After successful completion of the course the learner will be able to:

1. Understand regulations with regards to sports
2. Learn sports managerial skills
3. Understand sports management structure

### **2. Sports Facilities Planning & Management**

#### **Course Objectives**

1. To understand the functions of managers in the facility domain.
2. To understand how facilities are planned and managed
3. To understand influential factors of a facility in terms of site selection, cost and location
4. To enlist security management planning working steps and context.
5. To understand the crucial phases of facility management.

#### **Learning Outcome**

After successful completion of the course the learner will be able to:

1. Understand facility management
2. Understand factors relating to facilities and their management
3. Identify the role of an individual, community and several agencies in solving environmental problems
4. Acquire the skills and methods for dealing with environmental problems

### **3. Sports Equipment & Technology Management**

#### **Course Objectives**

1. To identify the category of products under sports equipment
2. To understand the standards of equipment management.
3. To describe concepts of direct purchase, bid purchase, sponsorship, return and refund policy
4. To understand the significance of tagging and its ease in utilization of equipment, maintenance of records and financial analysis

#### **Learning Outcome**

After successful completion of the course the learner will be able to

1. Understand the importance of equipment & technology in sports
2. Learn how Sports equipment management evolved with time
3. Understand advantages and standard of equipment management
4. Understand and identify correct sports equipment management
5. Apply learning of Quality and manufacturing standards of equipment procured

#### **4. Human Resource Management**

##### **Course Objectives**

1. To acquaint students with various issues related to Human Resource Management.
2. To give an overview on Organisation Behaviour as an area of Management.
3. To introduce basic concepts, functions & processes and to create an awareness on the role, functioning of HRM

##### **Learning Outcome**

After successful completion of the course the learner will be able to

1. Develop, implement, and evaluate organizational development strategies aimed at promoting organizational effectiveness
2. Collaborate with others, in the development, implementation, and evaluation of organizational and health and safety policies and practices
3. Contribute to the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes
4. Develop, implement, and evaluate employee orientation, training, and development programs

#### **5. Marketing Management**

##### **Course Objectives**

1. To make the students understand the concepts of marketing.
2. To help them understand the marketing environment and consumer behavior.
3. To help students understand the marketing mix.

##### **Learning Outcome**

After successful completion of the course the learner will be able to:

1. Learn to build strategic and tactical marketing plans
2. Determine strategies for developing new products and services that are consistent with evolving market needs
3. Evaluate the viability of marketing a product or service in an international market or markets.
4. Evaluate results of marketing activities using criteria related to budgeted sales, costs and profits

#### **6. Basics of Practical Sports Management - II (Training)**

##### **Course Objectives**

1. To learn Research, Conceptualization & Ideation
2. To learn Brainstorming, Data Collection, Analysis, Planning, Blueprint, Team
3. To learn Planning, Organization Structure, Time Management, Resource Management, Production & Operations, Logistics, Technical Requirement, Advertising & Marketing, Finance Management

##### **Learning Outcome**

After successful completion of the course the learner will be able to apply theoretical concepts learnt so far to practical grounds in the sports industry.

## **SEMESTER – III**

### **1. Sports & Entertainment Marketing**

#### **Course Objectives**

1. To understand and describe key basics of Sports marketing
2. To determine how to market products and services through sports including promotions, sponsorships and endorsements.
3. To identify and understand different pricing strategies and factors affecting price.
4. To understand legal issues involved in sports and entertainment industry including laws and contracts, licensing and unions.
5. To identify distribution channels for the sports and entertainment industry.
6. To understand the marketing functions relatable to sports and entertainment industry

#### **Learning Outcome**

After successful completion of the course the learner will be able to

1. Understand sports as a medium of entertainment marketing
2. Learn marketing tactics related to functioning of sports and entertainment marketing them to understand the practices in the ad world.

### **2. Sports Funding & Financial Management**

#### **Course Objectives**

1. To understand different sources of funding in Sports.
2. To understand the basics of Budgeting in Sports.
3. To understand different methods of constructing budgets.
4. To understand different methods for setting prices for sports goods and services.
5. To understand the process and strategies of Fundraising.
6. To identify the differences between different business structures

#### **Learning Outcome**

After successful completion of the course the learner will be able to

1. Demonstrate an understanding of the overall role and importance of the finance function
2. Develop knowledge on the allocation, management and funding of financial resources.
3. Enhance ability in dealing short-term dealing with day-to-day working capital decision; and also, longer-term dealing, which involves major capital investment decisions and raising long-term finance

### **3. Sports Media, Broadcasting & Journalism**

#### **Course Objectives**

1. To understand the concept of Sports News and Reporting on various platforms
2. To understand the code of conduct followed by a sports journalist.
3. To understand titles that not only add interest to a piece, but communicate what a story is about
4. To be able to explain concept of sports media and journalism
5. To be able to explain the importance of business and media in today's society.

#### **Learning Outcome**

After successful completion of the course the learner will be able to

1. Understand basic concepts of communication and its role in society
2. Enable the students to understand news values and qualities of reporters

### **4. PR, Sponsorship & Advertising in Sports**

## **Course Objectives**

1. To understand the importance of PR, sponsorship & Advertising in sports

## **Learning Outcome**

After successful completion of the course the learner will be able to

1. Learn to build good relations with the company's various publics by obtaining favorable publicity, building up a good "corporate image," and handling or heading off unfavorable rumors, stories, and events
2. Learn to maintain long-term relationships with the clients

## **5. Sports Event Management**

### **Course Objectives**

1. To understand the origins and importance of sports events.
2. To understand the role of event organizations and sports event manager
3. To understand different planning components of an event.
4. To learn and understand the event planning process
5. To identify ways to serve customers in a sports event
6. To learn basics of serving media at event site

### **Learning Outcome**

After successful completion of the course the learner will be able to:

1. Understand planning and execution of Sports Events
2. Manage an event ethically and professionally.
3. Apply a variety of sound decision-making, conflict resolution, and problem-solving techniques

## **6. Industry Engagement (Training)**

### **Course Objectives**

1. To learn Research, Conceptualization & Ideation
2. To learn Brainstorming, Data Collection, Analysis, Planning, Blueprint, Team
3. To learn Planning, Organization Structure, Time Management, Resource Management, Production & Operations, Logistics, Technical Requirement, Advertising & Marketing, Finance Management

### **Learning Outcome**

After successful completion of the course the learner will be able to apply theoretical concepts learnt so far to practical grounds in the sports industry.

## **SEMESTER – IV**

### **1. Sports Law & Risk Management**

#### **Course Objectives**

1. To apply the concepts in analyzing sports related disputes
2. To understand the sports law in India
3. To explain the essentials of a contract
4. To identify authorities of sports in different countries.
5. To follow simple steps for effective risk management in organization

#### **Learning Outcome**

After successful completion of the course the learner will be able to

1. Identify and recognize the legalities related to Sports
2. Learn about various sports authorities and its functions

## **2. Global Sports Tourism**

### **Course Objectives**

1. To gain a holistic understanding of the sports tourism system
2. To discuss the importance of research and feasibility study before hosting an event.
3. To outline the business administration in adventure tourism
4. To discuss the impact on sports tourism in the built environment & in natural landscapes
5. To gain insights on the sponsorship decision making, benefits & considerations

### **Learning Outcome**

After successful completion of the course the learner will be able to

1. Display an understanding of the production, implementation and impacts of sports tourism development locally, nationally and internationally

## **3. Sports Health & Nutrition**

### **Course Objectives**

1. To describe contemporary dietary guidelines and demonstrate an ability to use these guidelines to provide general nutrition advice for achieving or maintaining a healthy body weight
2. To describe how nutrition influences human development, exercise performance, recovery and physiological adaptations
3. To discuss macronutrient metabolism during and after exercise and outline the requirements of these nutrients for athletes

### **Learning Outcome**

After successful completion of the course the learner will be able to

1. Understand the health aspects related to sports
2. Learn to interpret and apply nutrition concepts to evaluate and improve the nutritional health

## **4. Sports Psychology**

### **Course Objectives**

1. To understand the psychological aspects of sports and sports professionals

### **Learning Outcome**

After successful completion of the course the learner will be able to

1. Effectively develop and apply health, physical activity, and psychological principles as they relate to human performance
2. Design, conduct, and evaluate research that address psychological questions
3. Demonstrate effective written and oral skills in various formats and for various purposes
4. Explain the major perspectives of psychology (e.g., biological, cognitive, behavioral, sociocultural, etc.)

## **5. Brand Management**

### **Course Objectives**

1. To understand the concept of brands & brand elements
2. To understand Brand positioning, brand image & managing brand image
3. To understand how to conduct market research
4. To understand how to leverage brands

### **Learning Outcome**

After successful completion of the course the learner will be able to:

1. Demonstrate knowledge of the nature and processes of branding and brand management.
2. Evaluate the scope of brand management activity across the overall organizational context and analyze how it relates to other business areas.
3. Appraise the key issues in managing a brand portfolio and making strategic brand decisions.
4. Formulate and justify brand development decisions
5. Analyze and discuss contemporary brand related problems and develop appropriate strategies and initiatives.

## **6. Work Based Learning Route (Internship)**

### **Course Objectives**

1. To learn Research, Conceptualization & Ideation
2. To learn Brainstorming, Data Collection, Analysis, Planning, Blueprint, Team
3. To learn Planning, Organization Structure, Time Management, Resource Management, Production & Operations, Logistics, Technical Requirement, Advertising & Marketing, Finance Management

### **Course Outcome**

After successful completion of the course the learner will be able to apply theoretical concepts learnt so far to practical grounds in the sports industry.

## **SEMESTER – V**

### **1. Media Management**

#### **Course Objectives**

1. To understand Media Planning, Strategy and Management with reference to current business scenario.
2. To know the basic characteristics of all media to ensure most effective use of advertising budget.
3. To provide an insight on Media Planning, Budgeting, Scheduling and Evaluating the different Media Buys.

#### **Learning Outcome**

After successful completion of the course the learner will be able to

1. Learn best practices and tools to design and develop dynamic, rich-media content
2. Understand budgeting, planning and professional presentation of a complex interactive media project
3. Understand the concept of Print Media
4. Understand the concept of Broadcast Media

## **2. Ethics & Governance**

### **Course Objectives**

1. To discuss and assess values of human dignity, empathy, integrity, moral courage, social justice, inclusivity.
2. To enable students to understand the significance of ethics and ethical practices in businesses which are indispensable for the progress of a country.
3. To make students learn the applicability of ethics in functional areas like marketing, finance and human resource management.
4. To make students understand the emerging need and growing importance of good governance and CSR by organizations.
5. To make the students study the ethical business practices, CSR and Corporate Governance practiced by various organizations

### **Learning Outcome**

After successful completion of the course the learner will be able to:

1. Understand the importance of corporate and professional responsibility and ethical behavior
2. Ability to write and debate about aspects of business ethics and corporate governance in a manner that is analytical, logical and critical
3. Understand key legal and regulatory obligations imposed on corporations

## **3. International Sports Management**

### **Course Objectives**

1. To understand Sports from a Global perspective
2. To understand the strategic management process as it relates to global market entry and management

### **Learning Outcome**

After successful completion of the course the learner will be able to

1. Understand Sports from a Global perspective
2. Understand the structure and governance of sport in United States
3. Understand about European Sport Law
4. Understand the structure of international sport
5. Understand the role of governing bodies in the governance of international sports

## **4. Sports Training & Tactics**

### **Course Objectives**

1. To understand sports training
2. To learn how to achieve maximum individual or team efficiency in a selected sports discipline limited by rules
3. To understand the training imparted to the players.

### **Learning Outcome**

After successful completion of the course the learner will be able to:

1. Understand sports training
2. Learn to achieve maximum individual or team efficiency in a selected sports discipline limited by rules
3. Understand the concept of sports training

4. Understand the conditional ability of strength, speed & endurance in detail.
5. Understand the concept of motor ability, coordinative ability, flexibility in sports.
6. Understand the concept of tactical & technical training and the preparation required for it
7. Recognize the benefits and modes of fitness

## **5. Entrepreneurship & Project Management**

### **Course Objectives**

1. To understand the need, objectives, phases and evaluation of Entrepreneurship Development Programmes
2. To explain the meaning of charisma along the qualities, characteristics and types of Charismatic Leaders
3. To describe the contemporary issues in leadership
4. To describe the meaning, concepts and categories of Project and Project Management

### **Learning Outcome**

After successful completion of the course the learner will be able to

1. Understanding basic concepts in the area of entrepreneurship
2. Learn different types of leadership
3. Understand function of the project and its relationship to surrounding organizations.

## **6. Advanced Practical Sports Management (Internship)**

### **Course Objectives**

1. To learn Research, Conceptualization & Ideation
2. To learn Brainstorming, Data Collection, Analysis, Planning, Blueprint, Team
3. To learn Planning, Organization Structure, Time Management, Resource Management, Production & Operations, Logistics, Technical Requirement, Advertising & Marketing, Finance Management

### **Course Outcome**

After successful completion of the course the learner will be able to apply theoretical concepts learnt so far to practical grounds in the sports industry.

## **SEMESTER VI**

### **1. Management of Adaptive Sports**

#### **Course Objectives**

1. To gain more knowledge about types of inclusive sports.

#### **Learning Outcome**

After successful completion of the course the learner will be able to:

1. Learn about types of disabilities.
2. Learn more about Paralympics.

### **2. Soft Skills & Personality Development**

#### **Course Objectives**

1. To understand the various factors that influence motivation at the workplace and self-motivation

2. Learn the four core skills required to practice Emotional Intelligence
3. To identify the causes of stress
4. To understand the benefits of having higher emotional intelligence

### **Learning Outcome**

After successful completion of the course the learner will be able to:

1. Demonstrate an increased self-awareness and personal understanding
2. Create a blue print for their personal and professional successes and set measurable goals
3. Identify and demonstrate key leadership skills, characteristics and styles of an effective leader
4. Select the best approach for making decisions

### **3. Case Studies**

#### **Course Objectives:**

1. Apply a structured problem-solving process to real business situations in the hospitality industry.
2. Assess industry profitability and overall company success through the analysis of cases.
3. Identify which drivers make the greatest contribution to the company's business outcomes and overall success.
4. Demonstrate the ability to provide analysis and recommendations in the form of a written case report.

### **Learning Outcomes**

After successful completion of the course the learner will be able to analyze and integrate the various disciplines of Sports Management industry.

### **4. Sports & allied Industry Research**

#### **Course Objectives:**

To acquaint the students with practical ground requirements of Sports management.

#### **Learning Outcome:**

After successful completion of the course the learner will be able to demonstrate better understanding of the theoretical concepts applicable in the sports events.

### **5. Final Project & Viva**

#### **Course Objective:**

To expose students to various fields of sports management.

#### **Learning Outcome:**

After successful completion of the course the learner will be able to develop the academic and business knowledge and skills that will make the learner competitive in seeking employment or establishing careers.

**Programme Code: PMAECO**

**Programme Name: MA Economics**

**Programme Objectives**

- To provide a clear understanding and firm foundation of advanced economic concepts and theories.
- To introduce the learner to various tools of decision making.
- To analyse the relative significance and problems of the different sectors of the Indian economy and suggest policy measures.
- To analyse the changing role of the Government in an economy and reforms introduced in this era of globalization.
- To provide a clear understanding of the bank as an important financial intermediary, issues regarding competition in banking, the need for prudential regulation and financial inclusion.
- To provide a clear understanding of the dynamics of the global financial system, international monetary systems, balance of payments, exchange rate and foreign direct investment
- To provide a clear understanding of the widely- accepted global perspective of viewing development as the expansion of people's capabilities, capacities and choices.
- To train the learner in the application of basic research tools and hypothesis testing.
- To create awareness about the environmental concerns and sensitise the learner to the problems of the marginalised.
- To highlight the significance of sustainable development.

**Programme Specific Outcomes**

**1. Teaching / Professor:**

The learner will be trained to appear for NET/SET and become employable in teaching at Degree College or in Junior College and schools after completion of B. Ed.

**2. Government Departments:**

The learner will be equipped in policy making and can be employed at high positions in various Government Departments like Planning and Development, Tax, foreign trade after clearing Competitive examinations.

**3. Banking and Finance :**

The learner becomes employable in Public and private sector banks and other Financial Institutions in the managerial cadre depending on their expertise and experience.

**4. Industry:**

The learner will be equipped in various tools of decision making to be employed in the industrial sector in the managerial cadre depending on their expertise and experience.

**5. Agricultural Departments:**

The learner is equipped to understand problems and advocate remedial measures. to be employed in the agricultural sector in the managerial cadre.

**6. Corporate Social Responsibility:**

The learner is equipped in dealing with problems of the marginalized and implementing welfare policies. They can be employed in this field in the

Corporate Sector or in NGOs in the managerial cadre depending on their expertise and experience.

**7. Journalism:**

The learner becomes employable in various economic journals.

**8. Research:**

Due to training in analytical skills the learner becomes employable in various research agencies as survey planners or Research team members.

**9. Non Governmental Organisations:**

The learner is sensitised to environmental concerns and the problems of the marginalised and becomes employable in Non Governmental Organisations.

## **SEMESTER I**

### **1. Microeconomics-Paper I**

#### **Learning Objectives**

1. To analyse consumer and producer behaviour.
2. To analyse Price and Output determination under different market structures.

#### **Course Outcomes**

1. The learner will be equipped with a clear understanding of consumer and producer behaviour.
2. The learner will be able to analyse Price and Output determination under different market structures.

### **2. Macroeconomics -Paper I**

#### **Learning Objectives**

1. To clearly understand the basic macroeconomic variables.
2. To analyse Macroeconomic theories in the context of an open economy.

#### **Course Outcomes**

1. The learner will be equipped with a clear understanding of basic macroeconomic variables.
2. The learner will be able to analyse Macroeconomic Theories in the context of an Open economy.

### **3. Economics of Development**

#### **Learning Objectives**

1. To provide a clear understanding of fundamental concepts and theories pertaining to economic growth and development.
2. To sensitise the learner to human values and gender issues.
3. To make the learner aware about environmental concerns.

#### **Course Outcomes**

1. The learner will be equipped with a clear understanding of fundamental concepts and theories pertaining to economic growth and development.
2. The learner will be sensitized to human values and gender issues.
3. The learner will become aware about environmental concerns.

#### **4. Statistical Methods In Economics**

##### **Learning Objectives**

1. To provide a clear understanding of linear correlation and regression.
2. To train the learner in hypothesis testing.

##### **Course Outcomes**

1. The learner will be equipped with a clear understanding of linear correlation and regression.
2. The learner will be trained in hypothesis testing.

### **SEMESTER II**

#### **1. Microeconomics -Paper II**

##### **Learning Objectives**

1. To provide a clear understanding and firm foundation of advanced microeconomic concepts
2. To introduce the learner to various tools of decision making

##### **Course Outcome**

1. The learner will be equipped with a clear understanding of advanced microeconomic concepts
2. The learner will be apply the various tools of decision making.

#### **2. Macroeconomics -Paper II**

##### **Learning Objective**

To provide a clear understanding and firm foundation of basic macroeconomic concepts and policy making tools

##### **Course Outcome**

The learner will be equipped with a clear understanding of basic macroeconomic concepts and policy making tools.

#### **3. Public Economics**

##### **Learning Objectives**

1. To provide a clear understanding and firm foundation of basic concepts of public finance.
2. To analyse the changing role of the Government in an economy and fiscal reforms introduced in this era of globalization.

##### **Course Outcomes**

1. The learner will be equipped with a clear understanding of basic concepts of public finance and fiscal reforms.
2. The learner will be able to analyse the changing role of the Government in an economy and fiscal reforms introduced in this era of globalization.

#### **4. Mathematical Techniques For Economists**

##### **Learning Objectives**

1. To provide a clear understanding and firm foundation of basic mathematical concepts.
2. To provide training in basic mathematical techniques for economists.

### **Course Outcomes**

1. The learner will be equipped with a clear understanding of basic mathematical concepts.
2. The learner will be trained in basic mathematical techniques for economists.

## **SEMESTER III**

### **1.Economics of Agricultural Production and Rural Markets**

#### **Learning Objectives**

1. To provide a clear understanding of the various types of relationships in agriculture.
2. To analyse problems of instability in production and imperfections in credit markets, labour markets, and land markets.

#### **Course Outcomes**

- 1.The learner will be equipped with a clear understanding of the various types of relationships in agriculture.
- 2.The learner will be able to analyse problems of instability in production and imperfections in credit markets, labour markets, and land markets.

### **2.International Trade: Theory and Policy**

#### **Learning Objectives**

1. To provide a theoretical exposition of bases, effects and restrictions on free flow of international trade with empirical evidence.
2. To analyse various aspects of trade policy in the context of national and global development needs.

#### **Course Outcomes**

1. The learner will be equipped with a clear understanding of bases, effects and restrictions on free flow of international trade with empirical evidence.
2. The learner will be able to analyse various aspects of trade policy in the context of national and global development needs.

### **3.Industrial Economics**

#### **Learning Objectives**

1. To provide a theoretical exposition of the behaviour of the firm, market structure and industrial finance with some issues and relevant empirical evidence of Indian industries.
2. To provide training in Financial analysis and Investment decision-making.

#### **Course Outcomes**

1. The learner will be equipped with a theoretical exposition of the behaviour of the firm, market structure and industrial finance with some issues and relevant empirical evidence of Indian industries.
2. The learner will be trained in Financial analysis and Investment decision- making.

### **4.Banking: Theory and Policy**

#### **Learning Objectives**

1. To provide a clear understanding of the bank as an important financial intermediary, issues regarding competition in banking and the need for prudential regulation.
2. To analyse the structure of banking in India along with a focus on the role of banks in aiding financial inclusion.

### **Course Outcomes**

1. The learner will be equipped with a clear understanding of the bank as an important financial intermediary, issues regarding competition in banking and the need for prudential regulation.
2. The learner would be able to analyse the structure of banking in India along with a focus on the role of banks in aiding financial inclusion.

### **DSE:**

#### **1.Environmental Economics**

##### **Learning Objectives**

To introduce learners to key contemporary issues in environmental economics.

To train the learner to analyse environmental problems and policies in India and other countries.

##### **Course Outcome**

The learner will be equipped with the tools and methodologies applied to analyze environmental problems and policies

#### **2.Economics of Labour Markets**

##### **Learning Objectives**

To shed light on a range of new developments and a host of issues studied by generations of labour market experts.

To capture the interplay of various factors in the labour market by describing demand/supply aspects, wages, employment, unemployment, the cost of labour, workers' participation and impact of new labour policies in the labour market.

##### **Course Outcomes**

The learner will be equipped with enhanced awareness of new developments in the labour market.

The learner will be equipped with a clear understanding of the interplay of various factors in the labour market and the impact of new labour policies in the labour market.

#### **3.Theory of Monetary Institutions**

##### **Learning Objective**

To create awareness of the alternative monetary arrangements

##### **Course Outcome**

The learner will be equipped with clear awareness of the alternative monetary arrangements

## **SEMESTER IV**

#### **1.Agricultural Development and Policy**

##### **Learning Objectives**

1. To examine the role of agriculture in national development.
2. To understand factors leading to agricultural development.
3. To create awareness of environmental concerns and sustainability.
4. To analyse government policies and strategies.

### **Course Outcomes**

1. The learner will be able to examine the role of agriculture in national development.
2. The learner will be equipped with an understanding of factors leading to agricultural development .
3. The learner will develop awareness about environmental concerns and sustainability.
4. The learner will develop the ability to analyse government policies and strategies for surviving in the globalising world.

### **2.International Finance**

#### **Learning Objectives**

- 1.To provide a clear understanding of the dynamics of the global financial system and international monetary systems,
2. To analyse the trends in Balance of Payments, exchange rate and foreign direct investment.

### **Course Outcomes**

- 1.The learner will be equipped with a clear understanding of the dynamics of the global financial system and international monetary systems.
2. The learner will be able to analyse the trends in Balance of Payments, exchange rate and foreign direct investment.

### **3.Economics of Human Development**

#### **Learning Objectives**

1. To provide a clear understanding of the widely- accepted global perspective of viewing development as the expansion of people's capabilities, capacities and choices.
2. To create awareness about environmental issues and sustainability.
3. To analyse the significance of human values and gender concerns in national and global development needs.

### **Course Outcomes**

1. The learner will be equipped with a people-centric analytical framework for designing and assessing public policy interventions.
2. The learner will become aware about environmental issues and sustainability.
3. The learner will be able to analyse the significance of human values and gender concerns in national and global development needs.

### **DSE:**

#### **1.Demography: Theory and Basic Analysis**

##### **Learning Objectives**

To provide an understanding of demographic processes including an in-depth knowledge of linkages between population and economic development.

To introduce the learner to major developments in demographic concepts by highlighting the sources of demographic data, fertility, mortality, migration and population projection.

##### **Course Outcomes**

The learner will be equipped with a clear understanding of demographic processes including an in-depth knowledge of linkages between population and economic development.

The learner will be equipped with knowledge of major developments in demographic concepts and sources of demographic data.

## **2.Trade Unions and Industrial Relations in India**

### **Learning Objectives**

To provide a basic conceptual understanding of the economics of trade unions and industrial relations in India.

To enable familiarity with relevant data along with their limitations

### **Course Outcomes**

The learner will be equipped with a basic conceptual understanding of the economics of trade unions and industrial relations in India.

## **100 Marks Research Project**

### **Learning Objectives**

1. To study the emerging trends in the economic variables and indicators.
2. To compare the Indian economy with other economies.
3. To draw inferences and arrive at generalisations.
4. To train the learner to apply concepts and research techniques in policy making
5. To train the learner to analyse economic problems facing the various sectors of the economy and attempt to find remedial measures.
6. To create models and add to the existing body of knowledge.

### **Course Outcomes**

1. The learner will become aware of the emerging trends in the economic variables and indicators.
2. The learner will be able to compare the Indian economy with other economies.
3. The learner will be able to draw inferences and arrive at generalisations.
4. The learner will be able to apply concepts and research techniques in policy making.
5. The learner will be able to analyse economic problems facing the various sectors of the economy and attempt to find remedial measures.
6. The learner will be able to create models and add to the existing body of knowledge.

**Programme Code: PMAGEO**

**Programme Name: MA-Geography**

**Programme Outcome:**

Students will demonstrate a proficiency in knowledge of essential concepts of Geography. Students will be able to demonstrate the ability to analyze, interpret, and draw conclusion about geographic problems and information.

## **SEMESTER I**

### **Principles of Geomorphology**

#### **Course Objectives:**

1. To provide students with basic understandings of geomorphology
2. To understand the interior of the earth in detail
3. To introduce the various theories related to the earth's surface
4. To enable to understand the basic concepts related with landform formation and evolution
5. To understand the various types of landforms and the agents responsible for their formation

#### **Course Outcome:**

1. To understand the basic concepts in geomorphology To learn the evolutionary history of earth
2. To understand concepts related to earth's crust like continental drift and plate tectonics
3. To conceptualize the processes of mountain building and geosynclinals theories of Kober and Holmes
4. To understand the processes responsible for landscape evolution like weathering and mass movements
5. To learn the different erosional and depositional landforms formed due to the action of river, wind, glacier and at the coast and in regions with limestone bedrock.

### **Principles of Climatology**

#### **Course Objectives:**

1. To provide students with basic understandings of climatology
2. To understand the structure of the atmosphere and atmospheric circulations
3. To introduce the various concepts related to humidity and stability in the climate
4. To enable to learn the disturbances in atmosphere and classification of climate

#### **Course Outcome:**

1. To understand the basic concepts in climatology
2. To learn the spatial distribution of temperature
3. To understand the distribution of atmospheric pressure and types of winds
4. To learn the origin of monsoon from different views
5. To understand the concepts of air masses, fronts and cyclones
6. To learn the classification of climate by Thorntwaite and Koppen in depth

## **Perspectives in Human Geography**

### **Course Objectives:**

1. To understand the different perspectives in human geography
2. To understand the evolution of human societies with respect to rural and urban dynamics
3. To learn how different societies interact and depend on each other for existence and affect landscapes
4. To enable to learn the factors responsible for growth and changes in structure of population

### **Course Outcome:**

1. To understand the development of the subject and its branches
2. To learn the changing nature and scope of the subject
3. To understand the history of evolution of human settlements and related theories like Central Place Theory and settlement hierarchy To learn the evolution and development of cultural hearths, role of language, religion and race To understand the components of population change like fertility and mortality, theories related to population growth
4. To understand spatial distribution of population and the concept of migration.

## **Spatial Organization of Economic Activities**

### **Course Objectives:**

1. To provide students with basic understandings of the subject
2. To understand the spatial distribution of economic activities
3. To learn the organization of different sectors of economy in the world
4. To enable to learn the spatio social organization of production and patterns of trade

### **Course Outcome:**

1. To learn the definition, nature and scope of economic geography
2. To understand the different perspectives of the subject
3. To conceptualize the patterns and reasons of the existing spatial distribution of labour and economic activities
4. To learn the role of different agencies like WTO, GATT, TRIPS, SAARC etc. in international trade To learn the various industrial location theories like Weber, Losch and Gunnar Myrdal

## **Tools and Techniques of Spatial Analysis I (Based on Theory Papers 101-102)**

### **Course Objectives:**

1. To gain essential knowledge of geomorphic analysis through various methods
2. To develop the skill of interpreting advanced topographical maps
3. To learn the techniques of analyzing climate data

### **Course Outcome:**

1. To learn the techniques of drawing longitudinal and projected profiles To acquaint with methods of slope analysis like Wentworth's, Robinson's and Smith's

2. To acquaint with methods of altimetric analysis like ring contour method and highest grid cell elevation method
3. To understand interpretation of Indian and foreign topographical maps To learn to read and draw different climate graphs, maps and diagrams

### **Tools and Techniques of Spatial Analysis II (Based on Theory Papers 103-104)**

#### **Course Objectives:**

1. To gain essential knowledge of various statistical techniques for geographic analysis
2. To understand the nature and application of spatial data
3. To learn computer processing of geographical data

#### **Course Outcome:**

1. To learn measures of central tendency like weighted mean and median centre
2. To understand network analysis and its relevant calculations and associated mapping
3. To acquaint with sources and types of spatial data and their representation
4. To learn the designing of a questionnaire
5. To understand how data is processed in a computer with the help of different applications and methods

## **SEMESTER II**

### **Oceanography and Hydrology**

#### **Course Objectives:**

1. To provide students with basic understandings of oceanography
2. To understand formation and role of ocean currents and ocean resources
3. To introduce the various concepts of hydrology
4. To enable to understand the concept of watershed and evaporation process

#### **Course Outcome:**

1. To understand the basic concepts in oceanography like definition, nature and scope
2. To learn the distribution of temperature, density and salinity in oceans
3. To understand the origin and paths of ocean currents in all oceans
4. To acquaint with waves, tides, tsunamis, marine deposits and minerals of the sea
5. To understand the basics of hydrology like evolution, its cycle and water deposits
6. To learn the concepts related to watershed and factors influencing evaporation

### **Geoinformatics**

#### **Course objectives:**

1. To learn the fundamental concepts of remote sensing
2. To understand the various remote sensing platforms and sensors
3. To introduce the fundamentals of GIS and spatial data models
4. To enable to understand the global navigation satellite system

#### **Course Outcome:**

1. To understand the basic concepts in remote sensing like definition, concept, electromagnetic spectrum, aerial photography, principles of photogrammetry
2. To learn the types of platforms, types of orbits, types of resolutions and sensors

3. To understand the techniques of interpreting remotely sensed data
4. To acquaint fundamentals of GIS like databases, file structures and entity relationship model
5. To understand the basics of projections, datum and coordinate reference system
6. To learn about GPS, GLONASS, NAVSTAR and NAVIC

### **Socio-Cultural and Political Geography**

#### **Course Objectives:**

1. To provide students with basic understandings of the subject
2. To understand the concepts of marginalization and exclusion
3. To introduce the connection between gender and Geography
4. To learn the spatial dynamics of political processes.

#### **Course Outcome:**

1. To understand the basic perceptions of social Geography and the trends and approaches
2. To learn the emergence of cultural Geography
3. To understand concepts like social inequality, social stratification and proliferation of slums
4. To learn the role of gender in creating geographic spaces and role of patriarchy
5. To understand the employment situation of women in India To learn the geopolitical perspective of state, nation and nation state
6. To understand the concept of boundary

### **Urban Geography**

#### **Course Objectives:**

1. To understand the process of urbanization and urban systems
2. To understand interconnection between urbanization, capitalism and development
3. To introduce the various perspectives on urban planning
4. To enable to understand urban transformation

#### **Course Outcome:**

1. To understand the basic processes of urbanization and its impacts on environment
2. To learn how capitalism has led to urban development
3. To understand urbanization in third world countries
4. To explore the five-year plans of India and their role in regional planning and peri urbanization
5. To understand urban transformation with special emphasis on Mumbai Metropolitan Region

### **Tools and Techniques of Spatial Analysis III**

#### **Course Objectives:**

1. To introduce the students with essentials of image processing
2. To understand components of map layout and design
3. To learn image application and GPS

#### **Course Outcome:**

1. To learn the techniques interpreting aerial photographs and satellite imagery
2. To acquaint with computer processing of spatial data in GIS software To learn the advanced processing of vector layer

3. To learn spatial interpolation and raster reclassification
4. To learn drainage network analysis

### **Tools and Techniques of Spatial Analysis IV (Based on Theory Papers 203-204)**

#### **Course Objective:**

1. To learn the techniques of population hierarchy and population
2. To learn the art of making mental maps and diagrams
3. To learn the statistical techniques to analyse spatial pattern

#### **Course Outcome:**

1. To learn the methods of nearest neighbor analysis and rank size rule
2. To understand the application of cartographic techniques like choropleth, isopleth, dot maps and triangular graphs
3. To understand the typology of distance and direction of space
4. Learning interpretation of various cartographic techniques, diagrams and pictures/ cartoons
5. To learn the techniques of inferential statistics like location quotient, Lorenz curve, Ginni's coefficient

## **SEMESTER III**

### **Research Methodology in Geography**

#### **Course Objectives:**

1. To introduce students to basics of research and its methodology
2. To understand formation of research hypothesis and its testing
3. To understand the nature and ways of analyzing geographic data
4. To undertake research report writing

#### **Course Outcome:**

1. To understand basics of research like types of research and the stages of a research methodology
2. To learn the meaning and importance of hypotheses
3. To understand testing and significance level in hypothesis
4. To acquaint with the nature and types of geographical data, levels of measurement, data tabulation and data analysis
5. To learn the technique of research report writing in detail with a field study

### **Climatology of Tropics**

#### **Course Objectives:**

1. To introduce students to the basics of climatology of tropics
2. To understand the atmospheric conditions of tropics
3. To learn the indices of climate of tropics
4. To understand tropical disturbances

#### **Course Outcome:**

1. To understand basics concepts like tropical climate, its importance, El Nino and heat budget
2. To learn the atmospheric conditions like stability, instability, air masses, fronts and their impacts on weather

3. To learn the oscillation of atmosphere and ocean, classification of tropical climate and genesis of monsoon
4. To acquaint with cyclones, thunderstorms, climate change and recent cyclones in the tropics

### **Geography of South Asia with Special Reference to India**

#### **Course Objectives:**

1. To learn the physiography of South Asia
2. To understand the historical context which led to organization of society
3. To learn the organization of economy in South Asia
4. To understand the geo political and intra-regional relations and development

#### **Course Outcome:**

1. To understand the geology, drainage, climate and soil of South Asia To learn the pre colonial and colonial history, partition, demographic characteristics and socio- cultural conflicts in South Asia
2. To learn agricultural development, industrialization, urbanization and trade relations in South Asia
3. To explore the geopolitical challenges and agencies helping solve the issues in South Asia

### **Tools and Techniques of Spatial Analysis V**

#### **Course Objectives:**

1. To introduce the students with quantitative analysis using SPSS
2. To understand environmental indicators
3. To undertake a field study, survey
4. To make a field study report

#### **Course Outcome:**

1. To learn the techniques of data analysis using SPSS like hypothesis testing using t-test and ANOVA
2. To learn time series data analysis
3. To learn correlation and regression in SPSS
4. To understand and map environmental indicators like noise and pollution in air and water
5. To undertake a field study and make a relevant report

### **Tools and Techniques of Spatial Analysis VI**

#### **Course Objectives:**

1. To learn the techniques interpreting O.S. sheets and topographical maps
2. To learn the art of making and interpreting thematic maps
3. To undertake spatial analysis in development studies

#### **Course Outcome:**

1. To learn interpreting topographical maps with the help of conventional signs and symbols
2. To understand the different landforms in the maps
3. To undertake interpretation of thematic maps created by NATMO of all types
4. To learn the measurement of developmental indicators and their mapping

## SEMESTER IV

### Geoinformatics and Healthcare

#### **Course Objectives:**

1. To introduce students with relationship between healthcare and geoinformatics
2. To understand the importance of healthcare database for geoinformatics
3. To understand the GIS technologies for healthcare
4. To learn GIS applications for healthcare

#### **Course Outcome:**

1. To understand the scope and significance of geoinformatics in healthcare
2. To learn the global health policy
3. To learn the ecology of diseases and spatial pattern of diseases To acquaint with welfare approach and its relevance in healthcare
4. To learn the healthcare system in India
5. To understand how geoinformatics helps in controlling diseases

### Ecology and Environment

#### **Course Objectives:**

1. To introduce students to the basic concepts of ecology
2. To understand environmental degradation
3. To learn environmental conservation and sustainability
4. To understand environmental research

#### **Course Outcome:**

1. To understand basics concepts like ecosystem, energy flow, food chain and major ecosystems
2. To learn the meaning and processes of environmental degradation To understand the environmental problems faced by Mumbai Metropolitan Region To learn the concept of ecological equilibrium and factors disturbing it
3. Learn the importance, steps and methods of conducting environmental research

**Programme Code: PMAPSY**

**Programme Name: Master of Arts (MA) Programme Psychology**

**Programme Objective:**

- (1) Develop a sound base of knowledge about the principles of psychology as they are applied to industrial and organizational settings.
- (2) Develop competence in research methodology and statistical techniques to carry out independent research.

**Program Outcome:**

On completion of the Program of MA in Industrial Psychology, the learner will be:

- (1) Employable in the Human Resources Department of Organizations.
- (2) Employable as a faculty to teach Psychology at the Undergraduate level.
- (3) Able to understand and apply psychological principles to individual, social, and organizational issues.
- (4) Able to write a scientific paper (research report, research proposal, literature review) that clearly communicates theories, hypotheses, research methods, and research findings.
- (5) Able to pursue PhD in Psychology.
- (6) Able to work as an independent researcher or seek job as a Research Assistant

### Semester-I

#### Positive Psychology

SN	Objectives
1	To introduce the emerging field of Positive Psychology and the concepts of Positive Psychology.
2	To acquaint students with positive subjective states and processes and enable students to appreciate importance of human strengths and virtues.
3	To develop an understanding of the applications of Positive Psychology.

#### Personality Psychology

SN	Objectives
1	To have a general, integrated and clear concept about personality
2	To understand assessment personality traits
3	To understand factors influencing personality
4	To apply the theories of personality in different situations

### **Educational Psychology**

<b>SN</b>	<b>Objectives</b>
1	Create awareness about the applications of psychology in educational settings
2	Understand the needs of exceptional children
3	Planning teacher-centered and student-centered lessons
4	Developing conducive classrooms and effective assessment methods

### **Research Methods in Psychology**

<b>SN</b>	<b>Objectives</b>
1	To impart general understanding of concepts in research methodology.
2	To impart knowledge about application of scientific procedures.
3	To learn how to formulate research questions, collecting and analyzing data.
4	To know about different experimental designs, types of research, and data collection methods.
5	To learn to write and communicate research study.

### **Practicals in Psychology - Experiments**

<b>SN</b>	<b>Objectives</b>
1	To develop various skills of conducting experiments in psychology.
2	To acquaint the students with applications of experimental design.
3	To develop report writing based on APA format.

## **Semester-II**

### **Applied Cognitive Psychology**

<b>SN</b>	<b>Objectives</b>
1	To introduce students to the application of cognitive methods, theories and models
2	Application of knowledge of Cognitive Psychology to real-world scenarios and everyday life

3	Create awareness of the latest research and findings of Cognitive Psychologists.
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### **Child Psychology**

<b>SN</b>	<b>Objectives</b>
1	Create awareness of the scientific study of children's behavior and development.
2	To gain objective knowledge base that can provide insight into both the nature of childhood generally as well as the distinctive characteristics of individual children.

### **Psychological Capital**

<b>SN</b>	<b>Objectives</b>
1	To be aware about the impact of positive psychology in revitalizing human growth.
2	To learn about the applications of concepts of positive psychology.
3	To create greater self-awareness and promote personal growth and development.

### **Statistics In Psychology**

<b>SN</b>	<b>Objectives</b>
1	To acquaint the students and make them understand the different statistical methods with their uses and interpretations.
2	To develop computational skills in students
3	To enable them to analyze the data of practical and project work.

### **Practicals in Psychology - Testing and Psychometrics**

<b>SN</b>	<b>Objectives</b>
1	To acquaint the students with the administration of psychological tests and interpretation of scores
2	To acquaint the students with characteristics of a good psychological scale.
3	To develop report writing based on APA format.

**Programme Code: PMCOM-A****Post Graduate Programme: Master of Commerce(Accountancy)****Programme Outcome:**

M. Com. Programme is structured to provide learners with adequate skills required in the fields of Accountancy and Management.

The main objectives are:-

- To provide intensive theoretical & practical knowledge in Accounting and Management.
- To provide a comprehensive understanding of management along with extensive exposure to real life cases /technical knowhow.
- To train learners and enhance their skills in the field of Advanced Accounting & Costing, Finance, Taxation, Entrepreneurship, Strategic Management, E-Commerce, Corporate Governance, Ethics and CSR, etc.
- To enhance learners' fundamental concepts and create confident individuals who are employable and ready to face the challenges of the real world.

**Program Specific Outcomes: M.Com. (Accountancy)**

Specialization in M.com (Accountancy) enables the learner to gain advanced accounting knowledge and build on the expertise acquired at the undergraduate level, which will help them to take concrete steps in their accounting career. On successful completion of these programs, students will be able to:

1. Undertake the role of specialist across fields of accountancy ranging from IFRS, to understanding annual reports and financial accounting to management accounting.
2. The learner will be able to research and expand their accounting horizon and boost their career.

**SEMESTER I****Core 1: Strategic Management**

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

**Core 2: Economics For Business Decisions: Microeconomics**

SN	Course Outcome
1	To provide a clear understanding and firm foundation of basic microeconomic concepts
2	To analyse consumer and producer behaviour as well as market structure.

3	To introduce the learner to advanced microeconomic concepts like moral hazards and adverse selection.
4	To train the learner in the application of tools of business decision making like Game Theory, Signalling and contracts under asymmetric information.

**DSE- 1: Cost and Management Accounting**

SN	Course Outcome
1	To enhance the abilities of learners to develop the concept of Cost & Management Accounting & its significance in the business.
2	To enable the learners to understand, develop and apply the technique of costing in the decision making in the business corporates. using standard and marginal costing
3	To enable the learners in understanding operating costing of service industry

**DSC- 1: Business Ethics and Corporate Social Responsibility**

SN	Course Outcome
1	To familiarize the learners with the concepts and relevance of Business Ethics and Corporate Governance in the modern era
2	To enable learners to understand the scope and complexity of Corporate Social responsibility in the global and Indian context

**SEMESTER II**

**Core 3: Research Methodology for Business**

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

**Core 4: Macroeconomics Concepts & Applications**

SN	Course Outcome
1	To provide a clear understanding and firm foundation of basic macroeconomic concepts.
2	The Course aims at introducing the learner to advanced macroeconomic concepts like Ricardian Equivalence and Theories of Development.
3	To train the learner in application of tools of business decision making like DSGE modelling..

4	To analyse the impact of macroeconomic policies on business decision making.
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**DSE 2 Corporate Finance**

Course Outcome	
1.	To understand concepts relating to financing decisions.
2.	To develop ability to analyse and interpret various tools of financial analysis and planning.
3.	To enable the learners to develop and apply the techniques in the financial decision making in the business corporates.
4.	To enhance the ability of learners to analyse the financial statements.
5.	To make the learners understand the importance of Research and Analysis while making investment as well as financial decisions.

**DSC- 2: E-Commerce**

SN	Course Outcome
1	To make students learn new concepts of trade and business with respect to e-commerce.
2	To provide learners an in depth insights of e-business.
3	To sensitize and create awareness about online safety, security and payment methods.
4	To acquaint the learners with legal and regulatory framework for e-commerce activities.

**SEMESTER III**

**CORE 5: Advanced Financial Accounting**

Course Outcome	
1.	To enable learner to understand how financial statements of banking companies are made as per rules prescribed by RBI.
2.	To enable learner to understand how financial statements of insurance companies are made as per rules prescribed by IRDA.
3.	To enable learner to understand procedure of liquidation of companies
4.	To enable learners to study annual reports.

**CORE 6: Direct and Indirect Taxes Paper-I *Direct Tax***

Course Outcome
<ol style="list-style-type: none"><li>1. To understand the provisions of clubbing of income, set off &amp; carry forward of losses.</li><li>2. To compute income and tax of individual assessee.</li><li>3. To study Various income tax forms, e-filing procedures.</li><li>4. To compute TDS and advance tax procedures</li></ol>

**Core 7 Advanced Cost Accounting**

Course Outcome
<ol style="list-style-type: none"><li>1. Learners should develop skills of analysis, evaluation and synthesis in cost and management accounting.using ABC costing system</li><li>2. The subject covers the complex modern industrial organizations within which the various facets of decision-making and controlling operations take place</li><li>3. To enable students to calculate the cost of a product when more than 1 process is used to manufacture the product.</li></ol>

**DSC 3 Internship Based project Work**

Internship/ Training is compulsory to be taken between the 2nd and 3rd Semester by all students which will be evaluated at the end of the 3rd semester. It is Compulsory to complete the course for all the M. Com. students to get the degree.

**SEMESTER IV**

**Core 8: Corporate Financial Accounting**

Course Outcome
<ol style="list-style-type: none"><li>1. The Course Outcome is to throw light on a conceptual frame work of finance reporting and to acquaint the participants with the tools techniques and process of financial management in the realm of financial decision making.</li><li>2. The course aims at explaining the emerging concepts of corporate reporting</li><li>3. To providing understanding of nature, importance, structure of corporate finance related areas and to impart knowledge regarding Valuation of business and consolidated financial statement</li></ol>

**Core 9 Direct and Indirect Taxes Paper-I *Indirect Tax***

SN	Course Outcome
1	To understand the basics of GST.
2	To study the registration and computation of GST
3	To acquaint the students with filing of returns in GST.

## **Core 10      International Financial Reporting Standards**

<b>SN</b>	<b>Course Outcome</b>
1	To understand the concept of International Accounting
2	To introduce the basic concepts of IND AS.
3	To understand Due Process used by IASB

## **DSC 4      Research Based Project**

<b>Course Outcome</b>
<p>The project topic may be undertaken in any area of DSE Core/Core Courses.</p> <ol style="list-style-type: none"><li>1. Each of the students has to undertake a Project individually under the supervision of a teacher-guide.</li><li>2. The student shall decide the topic in consultation with the teacher-guide concerned.</li><li>3. College will allot P G Teacher for guidance to the students based on her / his specialization.</li><li>4. There shall be double valuation of project by the teacher- guide concerned and an external examiner appointed by the College with equal weightage.</li><li>5. The teacher-guide along with the external examiner appointed by the College for the valuation of project shall conduct viva voce examination with equal weightage.</li><li>6. The project report shall be prepared as per the broad guidelines given below:<ol style="list-style-type: none"><li>a. Project Report shall be typed in Times New Roman with one and half line spacing in 12 Font Size and 1.5 spacing.</li><li>b. The size of the Project Report shall be with a minimum of 50 pages.</li><li>c. Project Report shall be printed on both sides of the paper.</li><li>d. The Project Report shall be bounded.</li></ol></li></ol>

**Programme Code: PMCOM-M****Post Graduate Programme: Master of Commerce(Management)****Programme Outcome:**

M. Com. Programme is structured to provide learners with adequate skills required in the fields of Accountancy and Management.

The main objectives are:-

- To provide intensive theoretical & practical knowledge in Accounting and Management.
- To provide a comprehensive understanding of management along with extensive exposure to real life cases /technical knowhow.
- To train learners and enhance their skills in the field of Advanced Accounting & Costing, Finance, Taxation, Entrepreneurship, Strategic Management, E-Commerce, Corporate Governance, Ethics and CSR, etc.
- To enhance learners' fundamental concepts and create confident individuals who are employable and ready to face the challenges of the real world.

**Program Specific Outcomes: M.Com (Management)**

Specialization in M.com (Management) has been designed to prepare post-graduating students for attaining the following specific outcomes:

1. Strong understanding of the management functions.
2. Ability to perform management and marketing roles in various organizations.
3. Ability to undertake research in managerial areas for decision making.
4. Design strategies for marketing of products and services.

**SEMESTER I****Core 1: Strategic Management**

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

**Core 2: Economics For Business Decisions: Microeconomics**

SN	Course Outcome
1	To provide a clear understanding and firm foundation of basic microeconomic concepts
2	To analyse consumer and producer behaviour as well as market structure.
3	To introduce the learner to advanced microeconomic concepts like moral hazards and adverse selection.

4	To train the learner in the application of tools of business decision making like Game Theory, Signalling and contracts under asymmetric information.
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**DSE- 1: Services Marketing**

Course Outcome	
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.

**DSE- 1: Business Ethics and Corporate Social Responsibility**

SN	Course Outcome
1	To familiarize the learners with the concepts and relevance of Business Ethics and Corporate Governance in the modern era
2	To enable learners to understand the scope and complexity of Corporate Social responsibility in the global and Indian context

**SEMESTER II**

**Core 3: Research Methodology for Business**

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

**Core 4: Macroeconomics Concepts & Applications**

SN	Course Outcome
1	To provide a clear understanding and firm foundation of basic macroeconomic concepts.
2	The Course aims at introducing the learner to advanced macroeconomic concepts like Ricardian Equivalence and Theories of Development.
3	To train the learner in application of tools of business decision making like DSGE modelling..
4	To analyse the impact of macroeconomic policies on business decision making.

**DSE- 2: Retail Management**

Course Outcome	
1.	The concepts of retail & retail management
2.	Size & trends in Indian retail sector
3.	Retail management strategies & challenges
4.	Importance of retail location, merchadising, store design & its layout
5.	Importance of using technology in retailing & the career options in retail industry

**DSC- 2: E-Commerce**

SN	Course Outcome
1	To make students learn new concepts of trade and business with respect to e-commerce.
2	To provide learners an in depth insights of e-business.
3	To sensitize and create awareness about online safety, security and payment methods.
4	To acquaint the learners with legal and regulatory framework for e-commerce activities.

**SEMESTER III****CORE 5: Rural Marketing**

SN	Course Outcome
1	To enable the learners to understand Rural Marketing and its use in business
2	To provide information pertaining to Business Reforms
3	To develop learning and analytical skills of the learners to enable them to solve cases and to provide practical solutions to rural marketing
4	To acquaint the learners with recent developments and trends in the rural business world

**CORE 6: Entrepreneurship**

SN	Course Outcome
1	To familiarize the learners with the concepts and relevance of Entrepreneurship in the modern era
2	To enable learners to understand the scope and complexity of Entrepreneurship and setting up a business unit

**Core 7      Organizational Behaviour**

SN	Course Outcome
1	To understand the concepts, nature and principles of Organizational Behavior at Work.
2	To introduce applied behavioral science principles and practices into the ongoing organization towards the goal of improving organizational effectiveness.
3	To create awareness about the role and importance of Psychological factors and processes in the world of work.

**DSC 3      Internship Based project Work**

Internship/ Training is compulsory to be taken between the 2nd and 3rd Semester by all students which will be evaluated at the end of the 3rd semester. It is Compulsory to complete the course for all the M. Com. students to get the degree.

**SEMESTER IV****Core 8      Supply chain management and logistics**

Course Outcome
<ol style="list-style-type: none"> <li>1. The concept, evolution process and barriers of supply chain management (SCM)</li> <li>2. Principles and participants in SCM</li> <li>3. Global, Indian and customer perspectives of SCM</li> <li>4. Logistics management, its importance and process</li> <li>5. Elements of logistics such as transportation, warehousing, materials management, etc.</li> <li>6. Design of SCM &amp; logistics and importance of using internet in it.</li> </ol>

**Core 9      Brand Management**

SN	Course Outcome
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

**Core 10      Management of Business Relations**

SN	Course Outcome
1	To enable the learners to understand Business Relations and its use in business
2	To provide information pertaining to Business Reforms in the field of Relationship management

3	To develop learning and analytical skills of the learners to enable them to solve cases and to provide practical insights to Business relation issues
4	To acquaint the learners with recent developments and trends in the global business

#### **DSC 4                      Research Based Project**

<b>Course Outcome</b>
<p>The project topic may be undertaken in any area of DSE Core/Core Courses.</p> <ol style="list-style-type: none"> <li>7. Each of the students has to undertake a Project individually under the supervision of a teacher-guide.</li> <li>8. The student shall decide the topic in consultation with the teacher-guide concerned.</li> <li>9. College will allot P G Teacher for guidance to the students based on her / his specialization.</li> <li>10. There shall be double valuation of project by the teacher- guide concerned and an external examiner appointed by the College with equal weightage.</li> <li>11. The teacher-guide along with the external examiner appointed by the College for the valuation of project shall conduct viva voce examination with equal weightage.</li> <li>12. The project report shall be prepared as per the broad guidelines given below: <ol style="list-style-type: none"> <li>a. Project Report shall be typed in Times New Roman with one and half line spacing in 12 Font Size and 1.5 spacing.</li> <li>b. The size of the Project Report shall be with a minimum of 50 pages.</li> <li>c. Project Report shall be printed on both sides of the paper.</li> <li>d. The Project Report shall be bounded.</li> </ol> </li> </ol>

**Programme Code: PMSCIT****Post Graduate Programme: Master of Science Information Technology (MSc IT)****Programme Objectives :**

The curriculum is framed to accomplish the following program objectives by the end of study.

1. To provide maximum practical experience to enrolled students in order to help them choose their path and pace according to their aptitude and ability.
2. To prepare the students with the capabilities of independently designing and executing research projects and apply their knowledge to come up with technical solutions to problems.
3. To facilitate inclusive development of the student technically, managerially and individually through various support courses along with the core subjects

**Program Outcome:**

- To inculcate scientific and research aptitude.
- To inculcate inquisitiveness, scientific and logical thinking and problem solving skills.

**Program Specific Outcome:**

- To develop logic and problem solving skills towards the requirements of the society and develop software tools in the field.
- To create an exposure to the emerging areas in the field of technology.

**SEMESTER –I****Core 1: Advanced Database Systems**

**Objectives:** Introduce basic concepts and major techniques in DBMS implementations. These include concepts and techniques for data storage, query processing, fragmentation, and concurrency control and transaction management.

**Learning Outcome:** Upon completion of this course, learner should be able to:

- Explain in detail DBMS architecture.
- Explain in detail query processing and techniques involved in query optimization.
- Explain the principles of concurrency control and fragmentation.

**Core 2: Distributed Systems**

**Objectives:** Given the knowledge of operating systems and sequential program design, the students will be able to design and develop fault tolerant and efficient distributed algorithms to solve large problems where data and control is distributed over different nodes.

**Learning Outcome:**

Learners will be able to:

1. Identify the advantages and challenges in designing distributed algorithms for different primitives like mutual exclusion, deadlock detection, agreement, etc.
2. Design and develop distributed programs using sockets and RPC/RMI.
3. Analyze different algorithms and techniques for the design and development of distributed systems subject to specific design and performance constraints

### **Core 3: Data Analysis Tools**

**Objectives:** The main goal of this course is to help students learn, understand, and practice different distribution graph, and basic statistics techniques.

**Learning Outcome:** Learner will be able to understand and apply statistical knowledge in daily life applications.

### **Core 4: Software Testing**

**Objectives:** To study fundamental concepts in software testing and to discuss various software testing issues and solutions in software unit test, integration and system testing.

**Learning Outcome:** At the end of this course learner will be able to:

- List a range of different software testing techniques and strategies and be able to apply specific (automated) unit testing method to the projects
- Distinguish characteristics of structural testing methods.
- Demonstrate the integration testing which aims to uncover interaction and compatibility problems as early as possible.

## **SEMESTER II**

### **Core 5: Mobile Computing**

**Objectives:** To enable students to compare and contrast multiple division techniques, mobile communication systems, and existing wireless networks.

**Learning Outcome:** After successful completion of this course, learner will be able to analyze security, energy efficiency, mobility, scalability, and their unique characteristics in mobile networks.

### **Core 6: Advanced Computer Networks**

**Objectives:** This module introduces learner to computer networks and concentrates on building a firm foundation for understanding Data Communications and Computer Networks.

Learners are also introduced to the areas of Network Security. This module provides the learner with fundamental knowledge of the various aspects of computer networking and enables students to appreciate recent developments in the area.

**Learning Outcome:** Upon completion of this module, learners will be able to:

1. Have a good understanding of the OSI Reference Model
2. Analyze the requirements for a given organizational structure and select the most appropriate networking architecture and technologies;
3. Specify and identify deficiencies in existing protocols, and then go onto formulate new and better protocols;
4. Have a working knowledge of datagram and internet socket programming

### **Core 7: Cloud Computing and Ubiquitous System**

**Objectives:** To learn how to use Cloud Services, to implement Virtualization, to build Private Cloud.

**Learning Outcome:** Analyze the Cloud computing setup with its vulnerabilities and applications using different architectures. Design different workflows according to requirements and apply map reduce programming model. Apply and design suitable Virtualization concept, Cloud Resource Management and design scheduling algorithms.

### **Core 8: Data Mining with Introduction to Data Science**

**Objectives:** To identify the scope and essentiality of Data Mining, to analyze data, choose relevant models and algorithms for respective applications, to study spatial and web data mining, to develop research interest towards advances in data mining.

**Learning Outcome:** Identify appropriate data mining algorithms to solve real world problems, compare and evaluate different data mining techniques like classification, prediction, clustering and association rule mining

## **SEMESTER –III**

### **Core 9: Embedded Systems**

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

#### **Learning Outcome:**

Learners will be able to:

- To acquire knowledge about microcontrollers embedded processors and their applications.
- To understand the internal architecture and interfacing of different peripheral devices with Microcontrollers and to write the programs for microcontroller.
- Foster ability to understand the role of embedded systems in industry.

### **Core 10: Information Security Management**

#### **Objectives:**

- To provide an understanding of principal concepts, major issues, technologies and basic approaches in information security.
- Gain familiarity with prevalent network and distributed system attacks, defences against them and forensics to investigate the aftermath.
- Develop a basic understanding of cryptography, how it has evolved and some key encryption techniques used today.
- Develop an understanding of security policies (such as authentication, integrity and confidentiality), as well as protocols to implement such policies in the form of message exchanges.

#### **Learning Outcome:**

On successful completion of the module learner will be able to:

- To master information security governance, and related legal and regulatory issues

- To be familiar with how threats to an organization are discovered, analysed, and dealt with.
- To be familiar with network security threats and counter measures
- To be familiar with advanced security issues and technologies (such as DDoS attack detection and containment, and anonymous communications,)

### **DSE 1: Elective 1: Artificial Neural Networks**

#### **Objectives:**

- To introduce the neural networks for classification and regression.
- To give design methodologies for artificial neural networks.
- To offer neural network implementations in R Programming
- To demonstrate neural network applications on real-world tasks.

#### **Learning Outcome:**

On successful completion of this module, learner will be able to:

- understand the differences between networks for supervised and unsupervised learning;
- design single and multi-layer feed-forward neural networks;
- program linear and nonlinear models for data mining;
- analyse the performance of neural networks.

### **DSE 1: Elective 1: Virtualization**

**Objectives:** To understand the concept of virtual machine in detail and implement the technology for Servers.

#### **Learning Outcome:**

After learning the course the learner should be able to

- Understanding Virtual machines and Implementation of virtual machines
- Understanding virtualization and various ways of using virtualization

### **DSE 2: Elective 2: Digital Image Processing**

#### **Objectives:**

- To study the image fundamentals and mathematical transforms necessary for image processing.
- To study the image enhancement techniques
- To study image restoration procedures.
- To study the image compression procedures.

#### **Learning Outcome:**

Learners will be able to:

- Review the fundamental concepts of a digital image processing system.
- Analyse images in the frequency domain using various transforms.
- Evaluate the techniques for image enhancement and image restoration.
- Categorize various compression techniques.

## **DSE 2: Elective 2: Ethical Hacking**

**Objectives:** To understand the Technical foundation of cracking and ethical hacking, aspects of security, importance of data gathering, foot printing and system hacking evaluation of computer security, practical tasks will be used to re-enforce and apply theory to encourage an analytical and problem based approach to ethical hacking

**Learning Outcome:** A learner passing this module should be able to:

- Identify and analyse the stages an ethical hacker requires to take in order to compromise a target system.
- Identify tools and techniques to carry out a penetration testing.
- Critically evaluate security techniques used to protect system and user data.

## **SEMESTER IV**

### **Core 11: Artificial Intelligence**

**Objectives:** To create appreciation and understanding of both the achievements of AI learner will able to:

- Demonstrate knowledge of the building blocks of AI as presented in terms of intelligent agents and the theory underlying those achievements.
- To introduce the concepts of a Rational Intelligent Agent and the different types of Agents that can be designed to solve problems
- To impart basic proficiency in representing difficult real life problems in a state space representation so as to solve them using AI techniques like searching and game playing.
- To create an understanding of the basic issues of knowledge representation and Logic and blind and heuristic search, as well as an understanding of other topics such as minimal, resolution, etc. that play an important role in AI programs.

**Learning Outcome:**

- Demonstrate knowledge of the building blocks of AI as presented in terms of intelligent agents.
- Analyze and formalize the problem as a state space, graph, design heuristics and select amongst different search or game based techniques to solve them.
- Develop intelligent algorithms for constraint satisfaction problems and also design intelligent systems for Game Playing

### **Core 12: IT Infrastructure Management**

**Objectives:** The objective of this course is to provide a foundational level of understanding of the ITIL 4 framework, key elements, concepts and terminologies associated with ITIL service lifecycle, and how it has evolved to adopt modern technologies and operational processes.

**Learning Outcome:** Learners will understand ITIL Framework and its components.

### **DSE 3: Elective 1 Intelligent Systems**

**Objectives:** To create appreciation and understanding of both the achievements of AI learner will able to:

- To introduce the concepts of a Rational Intelligent Agent and the different types of Agents that can be designed to solve problems

- To create an understanding of the basic issues of knowledge representation and Logic and blind and heuristic search, as well as an understanding of other topics such as minimal, resolution, etc. that play an important role in AI programs.

**Learning Outcome:**

- Demonstrate knowledge of the building blocks of AI as presented in terms of intelligent agents.
- Analyse and formalize the problem as a state space, graph, design heuristics and select amongst different search or game based techniques to solve them.
- Develop intelligent algorithms for constraint satisfaction problems and also design intelligent systems for Game Playing

**DSE 3: Elective 1 Real time Embedded System**

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

**Learning Outcome:**

Learners will be able to:

- To acquire knowledge about microcontrollers embedded processors and their applications.
- To understand the internal architecture and interfacing of different peripheral devices with Microcontrollers and to write the programs for microcontroller.
- Foster ability to understand the role of embedded systems in industry.

**DSE 3: Elective 1 Computer Forensics**

**Objectives:**

- To provide an understanding Computer forensics fundamentals
- To analyse various computer forensics technologies
- To provide computer forensics systems
- To identify methods for data recovery.
- To apply the methods for preservation of digital evidence.

**Learning Outcome:**

- Understand the definition of computer forensics fundamentals.
- Describe the types of computer forensics technology.
- Analyse various computer forensics systems.
- Illustrate the methods for data recovery, evidence collection and data seizure.

**DSE 4: Elective 2 Design of Embedded Control System**

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

**Learning Outcome:**

Learners will be able to:

- To acquire knowledge about microcontrollers embedded processors and their applications.
- To understand the internal architecture and interfacing of different peripheral devices with Microcontrollers and to write the programs for microcontroller.

- Foster ability to understand the role of embedded systems in industry.

#### **DSE 4: Elective 2 Advanced Image Processing**

##### **Objectives:**

- To study the image fundamentals and mathematical transforms necessary for image processing.
- To study the image enhancement techniques
- To study image restoration procedures.
- To study the image compression procedures.

##### **Learning Outcome:**

Learners will be able to:

- Review the fundamental concepts of a digital image processing system.
- Analyse images in the frequency domain using various transforms.
- Evaluate the techniques for image enhancement and image restoration.
- Categorize various compression techniques.

#### **DSE 4: Elective 2 Cloud Management**

**Objectives:** To learn how to use Cloud Services, to implement Virtualization, to build Private Cloud.

**Learning Outcome:** Analyze the Cloud computing setup with its vulnerabilities and applications using different architectures. Design different workflows according to requirements and apply map reduce programming model. Apply and design suitable Virtualization concept, Cloud Resource Management and design scheduling algorithms.