

B.Com. (Accounting and Finance)

PROGRAM OUTCOME

1. Apply the concepts related to Commerce, Accountancy, Economics, Management and other allied subjects in various commercial fields.
2. Analyze and Interpret the financial statements and accounting activities involved in the business.
3. Analyze the appropriate legal compliance in the various sectors of the economy.
4. Demonstrate leadership and team building traits to face the competitive business environment.
5. Value the environment sustainable development projects and contribute towards a green society.
6. Design and Construct an innovative business model and develop entrepreneurship skills.
7. Apply ethics and values taught in workplace and personal dilemmas.
8. Develop a strong foundation for the industry specific skills to pursue better career prospects.



A handwritten signature in blue ink, appearing to read "Hali".

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ROYAL COLLEGE OF SCIENCE & COMMERCE
P & T Colony, Nandivli Village,
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BA in Multimedia and Mass Communication (BAMMC)

PROGRAM OUTCOME

1. The program considers media industries and their relationship to culture and society, and the understanding of how communication works. The program emphasizes the development of critical thinking, professional writing skills and effective oral communication.
2. The Communication and Media Studies major prepares students for a wide variety of careers in business and industry, advertising, public relations and journalism, or advanced study
3. This program will equip the learners with professional skills essential for making career in Entertainment industry, Cinema, Television, OTT Platforms, social media platforms etc.
4. Students would demonstrate the ability to apply rhetorical principles in a variety of creative, cinematic, organizational, professional and journalistic venues.
5. Knowledge, skills, and values that prepare them for future careers in our interconnected society, whether in mass media or advanced study
6. Learners would develop a global awareness of political, social and corporate issues influenced by communication sensitivity and skills.
7. Learners will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns.
8. This programme will also give them an improved sense of self-confidence and self- efficacy and an awareness of their responsibilities as professionals in their field
9. Learners will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.
10. They will be better equipped to grasp the complex relationship between communication/media theories and a diverse set of individual, social, and professional practices.
11. Learners will understand the underlying philosophical assumptions of, and be able to apply, communication research methods to address a range of media texts and audiences, production and technological practices, and relevant social issues.
12. Learners will comprehend the foundations, process, and practices of writing for and about the media, and demonstrate proficiency in writing across platforms.
13. Learners will be able to conceptualize, design, and produce one or more works in media based on effective principles and practices of media aesthetics for a target audience.
14. Learners will acquire the knowledge and skills required to pursue a career in the specialization of their choice.




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Bachelor of Commerce (B. Com)

PROGRAM OUTCOME

Upon completion of the programme, the student shall

1. Know the primary functions of the business and key business terms which shall offer conceptual clarity of the programme chosen for higher studies
2. Learn the entire process of setting up of a business unit as well as managing the business activity, covering strategic aspects of business management such as accountancy, economics, environment, documentation and record
3. Be able to enhance both soft and hard skills in order to meet the challenges of the vocation
4. Get an opportunity to study multidimensional aspects of business and commerce including advertising, business communication, costing, marketing research etc which impact the organic growth of business
5. Be able to identify and choose appropriate field for personal career growth at the end of six semesters
6. Be sufficiently equipped with the knowledge of contemporary trends in business and commerce in 21st century




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Bachelor of Mass Media (BMM)

PROGRAM OUTCOME

1. BMM is a career-oriented course that throws up umpteen options at the end of three years. Be it moviemaking, theatre, radio, journalism, copywriting, scriptwriting, branding, or PR, all these career options can be explored after getting a degree in BMM.
2. Acquiring knowledge across fields (arts/science/commerce) is made possible thanks to BMM. For example, economics, an inherently commerce subject, is taught in BMM to ensure students are well versed with the world of numbers and money. Similarly, a subject like political science which is taught in the arts stream is a part of the BMM syllabus too. Technicalities of radio and television are taught so that students know the workings of both these forms of media.
3. Your computer software skills are sure to be sharpened in BMM with softwares like Microsoft Word, Microsoft PowerPoint, Adobe Photoshop, Corel Draw as well as video editing softwares like Pinnacle and Premier Pro.
4. In the Third year, selecting advertisements if a student wants to opt for art direction. Logo design, brand building and selecting journalism if students have love for writing, editing, reporting, copywriting. At the end both are creative fields.





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Bachelor of Management Studies (BMS)

PROGRAM OUTCOME

1. Acquire knowledge about management practices which facilitate them to become effective Professionals.
2. Be capable to pursue higher studies in diverse fields of Management such as Business Administration, Human Resource Management, Marketing and Finance.
3. Be adequately trained to be entrepreneurs and communicate effectively.
4. Develop a positive attitude towards lifelong learning and research.
5. Acquire the required skills to develop business models and be responsible global citizens with cross cultural competent behavior and ethical values.




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Bachelor of Information Technology (BScIT)

PROGRAM OUTCOME

Upon completion of the programme, the student shall

1. Expertise to developing robust, extensible and highly maintainable technological solutions to simple and complex problems. This programme will enable them to think analytically, creatively and critically to develop such solutions.
2. Learners acquire knowledge and skills to be employed and excel in IT professional careers and/or to continue their education in IT and/or related post graduate programmes.
3. The programme will enable learners to be capable of managing complex IT projects with consideration of the human, financial and environmental factors.
4. Trained to work effectively as a part of a team to achieve a common stated goal.




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B.Com. (Accounting and Finance)

COURSE OUTCOME

FY BAF Semester I

Course	Course Outcome
Financial Accounting - I	<ol style="list-style-type: none">1. Apply accounting standards in accounting work.2. Prepare a final account of manufacturing concern.3. Prepare a departmental account & calculation of various ratios for the base.4. Calculate interest, EMI, cash price of the product.
Financial Management - I	<ol style="list-style-type: none">1. Manage finance efficiently and effectively.2. Take decisions on Financial, Operating and Combined leverages.3. Raise the finance for business purposes.
Business Environment	<ol style="list-style-type: none">1. Analyse the various features of business.2. Understand and explain the new business strategies.3. Help the organisation to follow the procedures as per new issues.4. Follow the process and formalities required by the international market.
Cost Accounting	<ol style="list-style-type: none">1. Apply the concept of cost accounting.2. Verify and analyse material cost.3. Compute remuneration and incentive of Labour.4. Ascertain the value of overhead cost.
Foundation Course-I	<ol style="list-style-type: none">1. Understand overview of Indian Society,2. Understand the concepts of disparity with regards to gender,3. Examine various disparities in caste, intergroup conflict,4. Understand Indian Constitution & Fundamental Duties,5. Understand Political processes & various amendments.
Business Economics-I	<ol style="list-style-type: none">1. Understand basics & principles of business economics,2. Understand Demand Function & Measure Elasticity of Demand & Revenue Concept,3. Understand Supply, Production Decisions & Cost of Production,4. Know various market structure – perfect competition, monopoly etc,5. Know cost-oriented pricing methods.
Business Communication - I	<ol style="list-style-type: none">1. Understand basic theory of communication,2. Classify various barriers to communication,3. Learn parts & structure of business correspondence,4. Develop Language & Writing Skills

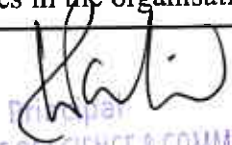



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FY BAF Semester II

Course	Course Outcome
Innovative Financial Services	1. Different financial services are there and its use. 2. The fundamental aspects of various issues associated with various financial services. 3. Consumer finance and credit rating.
Financial Accounting	At the end of this course students should be able to: Understand difference in between single entry system and double entry system and practically able to link up, to prepare final accounts from incomplete records. Learn application of Branch Accounting for small branches by Debtor system and for big branches by stock and debtors system. Understand transactions between Principal/ Manufacture and agent, able to apply consignment accounting regarding these transactions. Know basic principles of insurance and be able to calculate fire insurance claims regarding goods lost by fire.
Auditing- I	1. Detects errors and frauds in the financial statement. 2. Prepare and maintain the audit plan, procedure and documentation for the evidence purpose. 3. Apply audit techniques like test check and routing checking which reduce the work of an audit assistant. 4. Understand the internal control, existence and its effectiveness.
Business Communication - II	1) The students will be able to write effectively letters as far as business correspondence is concerned. 2) The students will be able to speak confidently in English. 3) Students' linguistic skills will get enhanced.
Foundation Course-II	i) Students upgraded their knowledge on current challenges and issues of Indian society ii) Students sensitized about social problems plaguing Indian society iii) Students learned the concept of human rights and fundamental rights.
Business Law- I	1. Analyze the various acts under business law. 2. Understand and explain different contracts. 3. Help the organization to follow the procedure of sales. 4. Follow the process and formalities required for filing complaints under the consumer protection act.
Business Mathematics	1) Define statistics, real functions, Annuity, derivatives, correlation & regression analysis, time series, index numbers and probability distribution functions. 2) Derive the formulae of mathematics and statistics. 3) Use the formulae in the managerial skills of the organisations. 4) Use the formulae, techniques, clues, graphs, bar-diagrams including one-dimensional & two dimensional in the different courses of commerce, science, arts and operational research. 5) Use of decision theory in the decision making, planning, leading, organising and controlling that influence the activities in the organisations.




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SY BAF Semester III

Course	Course Outcome
Business Economics-II	<ol style="list-style-type: none"> 1. Understand the concept of Macroeconomics and various 2. circular flows of income. 3. Understand various concepts in money, prices and inflation. 4. Aware of public finance in depth. 5. Understand various sources of public revenue and expenditure. 6. An appreciation of the ethical issues in economics competition
Business Law - II	<ol style="list-style-type: none"> 1. Understand an insight of various beneficial social legislative measures. 2. Understand rights and liabilities of partners, Outsiders, Incorporation and dissolution of partnership firm. 3. Understand nature, merits of LLP and process of winding up of LLP 4. Understand provisions of Health safety and welfare measures for workers and its inspection. 5. Demonstrate an understanding of the Legal environment of business. 6. Apply basic legal knowledge to business transactions. 7. Communicate effectively using standard business and legal terminology
Foundation course-III	<ol style="list-style-type: none"> 1. The subject will enable the students to appreciate the importance of understanding self and group behaviour. 2. Students will understand the importance of team and how team building contributes to the success of the organisation. 3. Leadership qualities and motivating factors relevant to human beings will be understood well.
Financial Accounting -III	<ol style="list-style-type: none"> 1. Analyse Partnership firm accounting. 2. Apply piecemeal distribution. 3. Amalgamate partnership firm. 4. Convert Partnership Firm into a Ltd .Company 5. Able to solve problems based on foreign currency transactions.
Cost Accounting-II	<ol style="list-style-type: none"> 1. Prepare the cost sheet indicating element of cost. 2. Prepare reconciliation statement after finding the difference in both the set of account. 3. Ascertain the cost of contract, profit or loss, work completed and work uncertified. 4. Ascertain the cost of each process, unit cost, normal loss, abnormal loss and abnormal gain.
Taxation -II	<ol style="list-style-type: none"> 1. Determine the financial year and assessment year. 2. Determine the residential status of the individual and scope the relevant income. 3. Calculate the income under various head in which it will be taxable. 4. Compute total taxable income after providing deduction available under different sections.
Information Technology in Accountancy-I	<ol style="list-style-type: none"> 1. Basics of computer system. 2. Practical hands on session on latest MS-Office software. 3. Internet and its applications, Risks & security considerations, Legal issues. 4. The role of Strategy in E Commerce and Value chains in E Commerce.



SY BAF Semester IV

Course	Course Outcome
Research Methodology	<ol style="list-style-type: none"> 1. Learn about sources, types of data, recognition of sources of Datta collection. 2. Learn about how to design the research and types of hypotheses. 3. Getting knowledge about the types of data classification of data collection, how to process the data, and learnt about the how to calculate the mean, median, mode, 4. Learn about how to write reports, interpret and submit data/ projects.
Auditing III	<ol style="list-style-type: none"> 1. Familiarize the concept of Auditing 2. Interpret the legal, ethical & societal role and responsibilities of the auditor; 3. Apply professional auditing techniques; 4. Recognize circumstances providing for increased exposure to fraud and define preventative internal control measures.
Direct Taxation	<ol style="list-style-type: none"> 1. Students would be able to identify the technical terms related to direct taxation. 2. Students would be able to determine the residential status of an assessee and thus should be able to compute the taxable income of assessee's with different residential status. 3. Students would be able to compute income from salaries, house property, business/profession, capital gains and income from other sources. 4. Students would be able to compute the net total income of an individual assessee considering the income from all heads of income and the deduction under Chap VI- A of the Income tax act, 1961.
Business Law	<p>At the end of this course students should be able to: Students have understood various definitions that are required to learn provision of company Act 2013. Students have understood the process of incorporation of a company and its importance. Students have understood the ways to raise capital in the primary market by public companies and private companies. Students have understood types of prospectus and its need to issue in different situations.</p>
Financial Accounting-IV	<ol style="list-style-type: none"> 1. Analyse Final Accounts of Companies. 2. Implement the procedure of redemption of preference shares and debentures 3. Maintain accounting for Foreign Branch
Management Accounting	<ol style="list-style-type: none"> 1. Interpret the role of Management Accounting in Decision Making. 2. Prepare Vertical Forms of Balance Sheet and Profit and Loss Account suitable for analysis a) Trend Analysis. b) Comparative Statement. c) Common Size Statement 3. Calculate Balance-sheet Ratio, Revenue Statement Ratio and Composite Ratio 4. Prepare Cash Flow Statement with reference to Accounting Standard No.3. and Manufacturing Organization
Information Technology in Accountancy -II	<ol style="list-style-type: none"> 1. Business processes and accounting systems automation. 2. Development and design of computerised accounting system. 3. Functional area of MIS and DSS relationship with MIS. 4. Auditing in an IT environment.
Foundation Course - IV in Management	<ol style="list-style-type: none"> 1. Developed knowledge about evolution of management thoughts 2. Better understanding of planning and decision making 3. Give an idea about organisation structure and different types of organisation 4. Make them familiarise with recruitment process and stages in selection



TY BAF Semester V

Course	Course Outcome
Financial Accounting – VI	<ol style="list-style-type: none">1. The students will understand the need of calculation of goodwill and shares.2. The students will understand the valuation of goodwill and shares.
Financial Management	<ol style="list-style-type: none">1. Value the business.2. Calculate the exchange ratio with EPS, MPS and Book value.3. Survival of sick unit.4. Purchase or lease the assets.5. Working capital requirement by the company.
Cost Accounting	<ol style="list-style-type: none">1. Apply Uniform Costing and Inter-Firm Comparison.2. Use of Integrated System and Non Integrated System of Accounts process Profit (FIFO Method)4. Apply emerging concepts in costing5. Solve problem based on Activity based Costing
Taxation -IV	<ol style="list-style-type: none">1. Identify the incidence of levy of GST.2. Levy and collection of GST.3. Determination of time, place and value of supply.4. Registration under GST and maintaining the documents required.5. Computation of GST liability and availing ITC benefit.
Management Paper -II	<ol style="list-style-type: none">1. Identify the best marketing mix.2. Apply human resource management skill at workplace
Financial Accounting-V	<ol style="list-style-type: none">1. Calculate purchase consideration based which are conceptual in nature of shareholder's right, subdivision, consolidation, surrender and re-issue /cancellation, and reduction of share capital.3. Journalize the transaction and calculation of underwriting commission,4. Prepare statement of affairs, deficit/surplus account, Liquidator's final statement of account,5. Implement legal provision on buy back of shares.




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TY BAF Semester VI

Course	Course Outcome
Financial Management	<ol style="list-style-type: none">1) Value the business.2) Calculate the exchange ratio with EPS, MPS and Book value.3) Survival of sick units.4) Purchase or lease the assets.5) Working capital requirement by the company.
Cost Accounting-IV	<ol style="list-style-type: none">1. Performance budgeting.2. Calculate P/V ratio. Break Even point, margin of safety.3. Participate in the decision making process such as making a product or buying from others, various sales mix decisions, exploring new markets, and making decisions regarding plant shut down.4. Solved the problem based on standard costing and variance analysis.
Taxation - Paper V	<ol style="list-style-type: none">1. Calculate, payment and filing of GST returns.2. Apply the GST rules in accounting, audit, assessment and maintenance of records.3. Use the different methods of valuation of excisable goods.4. Apply the basic concepts of Customs Act, CENVAT scheme5. Computation of Custom duty on imported goods and services
Economics -III	<ol style="list-style-type: none">1. Understand Basic Features of Indian economy:2. Understand Role of Agriculture in Economic Development: Barriers to Agricultural Growth3. Understand Role of Industries in the Development Process.4. Understand the problems of Small Scale Industries and measures taken by the government to solve them.5. Understand the role of the service sector in the Indian economy.6. To understand the objectives, functions and recent reforms in money market and capital market
Financial Accounting - VII	<ol style="list-style-type: none">1. Replacement of Assets.2. Understand the Provisions of Maharashtra State Co-Operative Societies Act, rules and Accounting provisions including appropriation to various funds.3. Understand the Accounting Standard 134. Analyse the various SEBI guidelines and types of mutual fund standard.




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COURSE OUTCOME

FY BAMMC Semester I

Course	Course Outcome
Effective communication –I BAMMEC-101	<ol style="list-style-type: none">1. To make the students aware of functional and operational use of language in media.2. To equip or enhance students with structural and analytical reading, writing and thinking skills.3. To introduce key concepts of communications.
Foundation course-I BAMMFC-102	<ol style="list-style-type: none">1. To introduce students to the overview of the Indian Society.2. To help them understand the constitution of India.3. To acquaint them with the socio-political problems of India.
Visual communication BAMMVC-103	<ol style="list-style-type: none">1. To provide students with tools that would help them visualize and communicate.2. Understanding Visual communication as part of Mass Communication3. To acquire basic knowledge to be able to carry out a project in the field of visual communication4. To acquire basic knowledge in theories and languages of Visual Communication5. The ability to understand and analyze visual communication from a critical perspective
Fundamentals of mass communication BAMMFMC-104	<ol style="list-style-type: none">1. To introduce students to the history, evolution and the development of Mass Communication in the world with special reference to India.2. To study the evolution of Mass Media as an important social institution.3. To understand the development of Mass Communication models.4. To develop a critical understanding of Mass Media.5. To understand the concept of New Media and Media Convergence and its implications.
Current Affairs BAMMCA-105	<ol style="list-style-type: none">1. To provide learners with overview on current developments in various fields.2. To generate interest among the learners about burning issues covered in the media3. To equip them with basic understanding of politics, economics, environment and technology so that students can grasp the relevance of related news.4. Twenty minutes of newspaper reading and discussion is mandatory in every lecture
History of Media BAMMHM-106	<ol style="list-style-type: none">1. Learner will be able to understand Media history through key events in the cultural history2. To enable the learner to understand the major developments in media history.3. To understand the history and role of professionals in shaping communications.4. To understand the values that shaped & continues to influence Indian mass media.5. Learners will develop the ability to think and analyze about media.6. To sharpen the reading, writing, speaking and listening skills that will help the students to understand the development of Media




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FY BAMMC Semester II

Course	Course Outcome
Effective communication –II BAMMEC-201	1. To make the students aware of the use of language in media and organization. 2. To equip or enhance students with structural and analytical reading, writing and thinking skills. 3. To introduce key concepts of communications.
Foundation course–II BAMMFC-202	1. To introduce students to the overview of the Indian Society. 2. To help them understand the constitution of India. 3. To acquaint them with the socio-political problems of India.
Content Writing BAMMCW-203	1. To provide students with tools that would help them communicate effectively. 2. Understanding crisp writing as part of Mass Communication 3. The ability to draw the essence of situations and develop clarity of thought.
Introduction to Advertising BAMMID-204	1. To provide the students with basic understanding of advertising, growth, importance and types. 2. To understand effective advertising campaigns, tools, models etc. 3. To comprehend the role of advertising, various departments, careers and creativity 4. To provide students with various advertising trends, and future.
Introduction to Journalism BAMMIJ-205	To help media students to acquaint themselves with an influential medium of journalism that holds the key to opinion formation & to create awareness.
Media, Gender & Culture BAMMMGC-206	1. To discuss the significance of culture and the media industry. 2. To understand the association between the media, gender and culture in the society. 3. To stress on the changing perspectives of media, gender and culture in the globalized era.





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SY BAMMC Semester III

Course	Course Outcome
Radio Programme Production-I BAMMC RPP-3013	The course is intended to explore the art of audio production. The students are made familiar with the aesthetics of sound and its application in various radio programme formats. To provide them with the basic knowledge and understanding of radio business and production.
Corporate Communication and Public Relations BAMMC CCPR-302	<ol style="list-style-type: none"> 1. To provide the students with basic understanding of the concepts of corporate communication and public relations. 2. To introduce the various elements of corporate communication and consider their roles in managing media organizations. 3. To examine how various elements of corporate communication must be coordinated to communicate effectively in today's competitive world. 4. To develop critical understanding of the different practices associated with corporate communication with the latest trends and social media tools.
Media Studies BAMMC MS-303	<ol style="list-style-type: none"> 1. To provide an understanding of media theories 2. To understand the relationship of media with culture and society 3. To understand Media Studies in the context of trends in Global Media
Introduction To Photography BAMMC IP-304	<ol style="list-style-type: none"> 1. To introduce to media learners the ability of image into effective communication. 2. To help the learner understand that media photography is a language of visual communication and is far beyond just point and shoot fun moments. 3. To practice how a picture speaks thousand words by enlightening the learner on how. 4. To develop the base of visualization among learners in using pictures in practical projects. 5. To help learners work on a given theme or the subject into making a relevant picture or photo feature.
Film Communication-I BAMMC FCO-305	<ol style="list-style-type: none"> 1. To inculcate liking and understanding of good cinema. 2. To make students aware with a brief history of movies; the major cinema movements. 3. Understanding the power of visuals and sound and the ability to make use of them in effective communication. 4. Insight into film techniques and aesthetics.
Computers Multimedia -01 BAMMC CMM-306	<ol style="list-style-type: none"> 1. To help learners make the media industry ready. This will help learners to be aware of the minimum requirement of the software when stepping out in the industry. 2. To introduce the media softwares to make the learners understand what goes behind the scene and help them choose their stream. 3. To prepare learners skilled enough for independence during project papers in TY sem VI. 4. To help learners work on small scale projects during the academic period.





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SY BAMMC Semester IV

Course	Course Outcome
Radio Program Production-II BAMMC RPP-4013	To give learners basic knowledge of radio/audio production theory, techniques and aesthetics via practical experience in the writing and production of several program formats. To make them familiar with the art of audio recording, editing, mixing, and aural storytelling techniques.
Writing and Editing for Media BAMMC WEM-402	<ol style="list-style-type: none">1. Provide the ability to understand writing styles that fit various media platforms.2. It would help the learner acquire information gathering skills and techniques.3. On completion of this course, students will be able to understand similarities and differences in writing for all forms of media including internet and digital.4. The learner will gather knowledge of different news and copy formats along with appropriate style-sheets and layout.5. The learner will imbibe the importance of writing clearly, precisely and accurately for different types of audiences6. Provide basic proficiency in proof-reading and editing.
Media Laws and Ethics BAMMC MLE-403	<ol style="list-style-type: none">1. To provide the learners with an understanding of laws those impact the media.2. To sensitize them towards the social and ethical responsibility of media.
Mass Media Research BAMMC MMR-404	<ol style="list-style-type: none">1. To introduce students to debates in Research approaches and equip them with tools to carry on research2. To understand the scope and techniques of media research, their utility and limitations
Film Communication II BAMMC FCO-405	<ol style="list-style-type: none">1. Awareness of cinema of different regions.2. Understand the contribution of cinema in society.3. How to make technically and grammatically good films.4. From making to marketing of films.5. Economic aspects of film.6. Careers in films.
Computer Multimedia II BAMMC CMM-406	<ol style="list-style-type: none">1. To help learners be media industry ready. This will help learners to be aware of the minimum requirement of the software when stepping in the industry.2. To introduce the media software to make the learner understand what goes behind the scene and help them choose their stream.3. To prepare learners skilled enough for independence during project papers in TY sem.VI.4. To help learners work on small scale projects during the academic period.




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TY BAMMC Semester V


Course	Course Outcome
Copywriting BAMMC DRGA-501	<ol style="list-style-type: none"> 1. To familiarize the students with the concept of copywriting as selling through writing 2. To learn the process of creating original, strategic, compelling copy for various mediums 3. To train students to generate, develop and express ideas effectively 4. To learn the rudimentary techniques of advertising headline and body copywriting, the economy of words and thought peculiar to this type of writing, and the necessity of creative thinking in written expression. 5. In an ad agency, as a copywriter, one cannot “Just be creative and express self”– here one is in a ‘creative professional’, and have to be able to use the power of creativity for a commercial/business reason – as someone is paying you to get a problem solved, using your creativity. 6. There are two basic disciplines through which we make our communication- verbal/written and visual, and both need different skill-sets to master them. The structure of the syllabus is designed to hone the necessary skills required for these two diverse disciplines.
Advertising & Marketing Research BAMMC DRGA-502	<ol style="list-style-type: none"> 1. The course is designed to inculcate the analytical abilities and research skills among the students. 2. To understand research methodologies – Qualitative Vs Quantitative 3. To discuss the foundations of Research and audience analysis that is imperative to successful advertising. 4. To understand the scope and techniques of Advertising and Marketing research, and their utility.
Brand Building BAMMC EABB 1502	<ol style="list-style-type: none"> 1. To understand the awareness and growing importance of Brand Building 2. To know how to build, sustain and grow brands 3. To know the various new way of building brands 4. To know about the global perspective of brand building.
Agency Management BAMMC EAAM 1503	<ol style="list-style-type: none"> 1. To acquaint the students with concepts, techniques and give experience in the application of concepts for developing an effective advertising campaign. 2. How an ad agency works and what opportunities exist 3. To familiarize students with the different aspects of running an ad agency 4. To inculcate competencies thereby enabling to undertake professional work with the advertising industry.
Social Media Marketing BAMMC EASM 1505	<p>Learn to communicate and tell stories through the web.</p> <ol style="list-style-type: none"> 1. Students learn real-world skills from leading designers, artists, and entrepreneurs. 2. The primary goal is to create problem solvers who strike a balance between traditional art and technology, and between individual vision and teamwork. 3. With a fundamental understanding of digital tools and their creative applications, graduates meet the demands of a diverse and expanding job market in visual storytelling. 4. Identify and apply strategies to improve and succeed no matter what their initial skills. 5. Solve problems and learn from creative risks by using people skills, design principles, and processes.



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	<p>6. Build a strong foundation in all aspects of design and production for storytelling in motion.</p> <p>7. Use inspiration in fields outside of digital media such as poetry, science, music, astronomy, history, dance, and more.</p> <p>8. Develop a professional commitment to their field, their work, and themselves; preparing them to be members and leaders in their profession, as well as learning how to act both as individuals and as team members to support the whole.</p>
<p>Consumer Behaviour BAMMC EACB 1507</p>	<p>1. To understand the sociological & psychological perspective of consumer behavior.</p> <p>2. To introduce students to the complexities of consumer behavior, its importance in marketing & advertising.</p> <p>3. To sensitize students to the changing trends in consumer behavior.</p>





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TY BAMMC Semester VI

Course	Course Outcome
Digital Media BAMMC DRGA-601	<ol style="list-style-type: none"> 1. Understand digital marketing platform 2. Understand the key goals and stages of digital campaigns 3. Understand the of use key digital marketing tools 4. Learn to develop digital marketing plans
Advertising Design BAMMC DRGA-602	<ol style="list-style-type: none"> 1. Learners shall understand the process of planning & production of the advertisement. 2. To highlight the importance of visual language as an effective way of communication. 3. To provide practical training in the field of advertising & make the learner industry ready.
Advertising In Contemporary Society BAMMC EAAC 2601	<ol style="list-style-type: none"> 1. To understand the environment of Advertising in Contemporary Society 2. To understand Liberalization and its impact on the economy and other areas of Indian society 3. To compare and analyze the advertising environment of different countries
Brand Management BAMMC EABM 2602	<ol style="list-style-type: none"> 1. To understand the awareness & growing importance of brand management. 2. To know how to build, sustain and grow brands 3. To know the various sources of brand equity. 4. To know about the global perspective of brand management
Media Planning & Buying BAMMC EAMP 2603	<ol style="list-style-type: none"> 1. To develop knowledge of major media characteristics 2. To understand procedures, requirements, and techniques of media planning and buying. 3. To learn the various media mix and its implementation 4. To understand budget allocation for a Media plan and fundamentals
Television Program Production BAMMC EATP 2608	<ol style="list-style-type: none"> 1. Making Understanding of Indian Television History. 2. Will help to analyze the cultural impact of television on the audience. 3. Understating Television Journalism. 4. Introducing the Contemporary Trends of Television programming to students. 5. Help the students to gain knowledge regarding the various measurement formats and reporting skills of television.



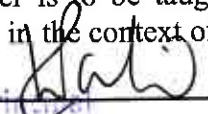

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BACHELOR OF MASS MEDIA [COURSE OUTCOME]

Sr. No.	Course	Course Outcome – SEM – I
1	Effective Communication Skills-I	<p>The paper shall focus on functional and operational use of language in media. With the specific aim of use in media, it will equip students with competence in language structure abilities in reading and writing and skills of:</p> <ul style="list-style-type: none"> ● Close, critical reading of informative and discursive texts in Marathi, Hindi and English ● Effective presentation in writing (concise statement, use of appropriate organizational and rhetorical patterns and style) Marathi, Hindi and English ● Efficient oral communication in Marathi, Hindi and English ● To equip students with structured and analytical thinking skills ● To teach presentation skills and effective use of presentation aids in Marathi, Hindi and English
2	Fundamentals Of Mass Communication	<ul style="list-style-type: none"> ● To introduce the students to communication models and expose them ● To the various aspects of Mass Communication ● To develop a critical understanding of Mass Media, its potentialities and Impact
3	Introduction To Computers	<ul style="list-style-type: none"> ● To equip the students with a general understanding of computer basics for everyday use. ● To train them to use this understanding to supplement their presentation skills.
4	Landmark Events In 20th Century History Of World, India & Maharashtra	To acquaint the students with important ideas & events that shaped 20th Century world with emphasis on India & Maharashtra
5	Introduction To Sociology, The Sociology Of News And Social Movements In India	<ul style="list-style-type: none"> ● Provide a sociological understanding of the basic concepts and perspectives relevant to mass-media. ● To make the students aware of Indian Society's socio- cultural diversity and their responsibility as media personnel. ● To sensitize them to pressing social issues of the contemporary Indian society. ● To know and to understand origins & spread of the various social movements in India.
6	Introduction To Economics	In the day to day functioning of an economy, a large number of economic terminologies are used frequently in the media. The main objective of this paper is to familiarize the students of mass media with the fundamental concepts of economics so that their analytical ability can be strengthened. To achieve this, the paper is to be taught with practical relevance. Wherever applicable, reference is to be made in the context of India economy.



FY BMM Semester II


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Sr. No.	Course	BMM Course Outcome – SEM II
1	Effective Communication Skills-II	<ul style="list-style-type: none"> To advance the communication skills in Marathi, Hindi and English acquired in the first semester
2	Political Concepts And The Indian Political System	<ul style="list-style-type: none"> To acquaint the students with fundamental political concepts essential for understanding political systems and theories. Orient the students to the Indian Constitution and the functioning of the Indian political system. To provide the students with a strong base on the 'Indian Concepts and to expose them to the complexities of Indian Political Systems.
3	Principles Of Marketing	<ul style="list-style-type: none"> Demonstrate understanding of marketing terminology and concepts Identify wants and environmental factors that shape marketing activities for certain target markets Demonstrate knowledge of the individual components of a marketing mix Demonstrate knowledge of key business communication strategies within the marketing field Identify the processes involved in the planning, implementation and control of marketing activities
4	Introduction To Psychology	To provide an understanding of the basic concepts of Psychology and its relevance to mass media
5	An Introduction To Literature	<ul style="list-style-type: none"> Through reading about litterateurs and their work help students evolve into more thinking, aware, sensitive human beings; to deepen and widen their understanding of themselves and of life. To expose students to good writing to help them write better. To introduce students to the various genres and literary terms to enhance their understanding of world literature.
6	Principles Of Management	<ul style="list-style-type: none"> To acquaint the students with the fundamentals of management as they are practiced today To develop a working knowledge of fundamental terminology and frameworks in the four functions of management: Planning, Organizing, Leading and Controlling To analyze organizational case situations in each of the four functions of management To identify and apply appropriate management techniques for managing contemporary organizations.




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SY BMM Semester III

Sr.No.	Course	Course Outcome
1	Introduction To Creative Writing	<ul style="list-style-type: none">● To encourage students to read stories, poems, plays● To develop further and build upon the writing and analytical skills acquired in Semesters I and II● To acquaint students with basic concepts in literary writing● To familiarize students with the creative process
2	Introduction To Culture Studies	<ul style="list-style-type: none">● To introduce students to a set of approaches in the study of culture● To examine the construction of culture● To understand how the media represents culture.
3	Introduction To Public Relations	<ul style="list-style-type: none">● The objective of this paper is to introduce the subject of public relations to the student and help understand its role and function it plays in society. It will equip the student with the basic tools of public relations and give them an overall understanding of the subject
4	Introduction To Media Studies	<ul style="list-style-type: none">● To expose students to the well-developed body of media theory and analysis● To foster analytical skills that will allow them to view the media critically
5	Understanding Cinema	<ul style="list-style-type: none">● To acquaint the students with the various styles and schools of cinema throughout the world.
6	Advanced Computers	<ul style="list-style-type: none">● To work on Macromedia-Flash to create banner ads for websites.● Possibly introduction to High-end animation softwares like 3d Studio Max Maya, etc




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SY BMM Semester IV

Sr. No.	Course	Course Outcome
1	Introduction To Advertising	<ul style="list-style-type: none">• To give a brief insight about advertising & its different aspects to the student of Media.
2	Introduction To Journalism	<ul style="list-style-type: none">• To give students an understanding of the history and development of journalism in the global and the Indian context• Introduce students to concepts related to news and journalistic practice
3	Print Production And Photography	<ul style="list-style-type: none">• To help students understand the principles and practice of photography• To enable students to enjoy photography as an art.
4	Radio And Television	<ul style="list-style-type: none">• To introduce the basic terms and concepts of broadcasting ¾ To give overview of the structure and function of the broadcast industry• To create an awareness of the development of broadcast media and current trends
5	Mass Media Research	<ul style="list-style-type: none">• To introduce students to debates in Research approaches and equip them with tools to carry on research• To understand the scope and techniques of media research, their utility and limitations
6	Organizational Behavior	<ul style="list-style-type: none">• Orienting students to issues in organizational functioning• To introduce students to the concepts given below at a preliminary level



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TY BMM Semester V

Sr. No.	Course	Course Outcome
1	Advertising In Contemporary Society	<ul style="list-style-type: none"> ● To recognize the roles of advertising in modern society ● To understand the current developments and problems concerning advertising as an economic and social force. ● Appreciate the increasingly international nature of advertising. ● To analyze the interdependent nature of advertising and popular culture..
2	Copywriting	<ul style="list-style-type: none"> ● To familiarize the students with the concept of copywriting as selling through writing ● To develop their inherent writing skills ● To train students to generate, develop and express ideas effectively ● To familiarize students with contemporary advertising techniques and practice
3	Advertising Design (Project Paper)	<ul style="list-style-type: none"> ● To make students understand the process of planning & production of advertisement ● To highlight the importance of visual communication ● To understand the principles of visual design as applied to layout and typography ● To provide practical training in the field of advertising ● The course will provide students with the knowledge to design the element of what makes an ad successful. ● Students can apply this information in their careers by enabling them to identify and communicate requirements for their ads ● Evaluate the appropriateness of various leadership styles and conflict management strategies used in organizations. ● Analyze individual and group behavior, and understand the implications of organizational behavior on the process of management
4	Consumer Behavior	<ul style="list-style-type: none"> ● To introduce the students to the complexities of consumer behavior
5	Media Planning And Buying	<ul style="list-style-type: none"> ● To introduce students to debates in Research approaches and equip them with tools to carry on research ● To understand the scope and techniques of media research, their utility and limitations
6	Brand Building	<ul style="list-style-type: none"> ● To provide an introduction to the concepts and practices of contemporary brand management. ● To understand the appropriate strategies and tactics to build, measure and manage Brand Equity. ● To learn to plan an effective advertising campaign




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TY BMM Semester VI

Sr. No.	Course	Course Outcome
1	Contemporary Issues	<ul style="list-style-type: none"> To stress the importance of social economic political aspects of the society as media professional. To understand the role of media as a strategy to create awareness on various issues and mobilize to bring social progress. Learner will be able to demonstrate the ability to write and create campaigns on environmental and social awareness issues
2	Advertising And Marketing Research	<ul style="list-style-type: none"> To inculcate the analytical abilities and research skills among the students. To understand research methodologies – Qualitative vs Quantitative To discuss the foundations of Research and audience analysis that is imperative to successful advertising. To understand the scope and techniques of Advertising and Marketing research and their utility.
3	Digital Media	<ul style="list-style-type: none"> Understand digital marketing platform Understand the key goals and stages of digital campaigns Understand the use of key digital marketing tools Learn to develop digital marketing plans
4	Financial Management For Marketing And Advertising	<ul style="list-style-type: none"> To provide a brief overview of the basic concepts, goals functions and types of finance available for new and existing business and marketing units. To enable the understanding of the need for financial planning through Budgeting and their benefits. To enable students to evaluate the financial implications of marketing decisions through simple analytical tools
5	Agency Management	<ul style="list-style-type: none"> To stress the importance of social economic political aspects of the society as media professional. To understand the role of media as a strategy to create awareness on various issues and mobilize to bring social progress. Learner will be able to demonstrate the ability to write and create campaigns on environmental and social awareness issues
6	The Principles And Practice Of Direct Marketing	<ul style="list-style-type: none"> What Direct marketing is, including direct marketing terminology? How direct marketing differs from “traditional marketing” Direct marketing techniques
7	Legal Environment And Advertising Ethics	<ul style="list-style-type: none"> To provide a perspective on the Legal Environment in India. To guide students of media through the various ethics connected to Advertising Maharashtra state centric cases to be discussed in class as the situation demands



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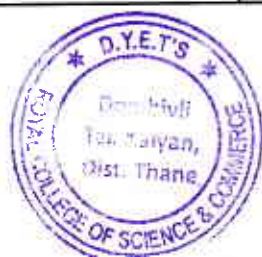
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BACHELOR OF MANAGEMENT STUDIES

COURSE OUTCOME

FY BMS Semester I

Sr.No.	Course	Course Outcome
1	Introduction to Financial Accounts	<ol style="list-style-type: none">1. To understand the basic concept of accounting and accounting transactions.2. To understand depreciation accounting and trial balance.3. To equip students with the preparation of final accounts of companies.
2	Business Law	<ol style="list-style-type: none">1. Analyze the various modifications made related companies act.2. Analyze the various valid rules for making contracts.3. Help them to follow the procedure as per Consumer Protection Act.4. Know what are the difference between Patent, Copyright
3	Business Statistics	<ol style="list-style-type: none">1. Define statistics, real functions, Annuity, derivatives, correlation & regression analysis, time series, index numbers and probability distribution functions.2. Derive the formulae of mathematics and statistics.3. Use the formulae in the managerial skills of the organizations.4. Use the formulae, techniques, clues, graphs, bar-diagrams including one-dimensional & two-dimensional in the different courses of commerce science, arts and operational research.5. Use of decision theory in the decision making, planning, leading, organizing and controlling that influence the activities in the organizations.
4	Business Communication-I	<ol style="list-style-type: none">1. It helps to build a good relationship between the employer and the staff, which can help increase productivity.2. Effective business communication is the key to successful teamwork.3. The importance of business communication cannot be overlooked. No company can be successful without effective in-house or external communication. Effective communication can create opportunities.
5	Foundation Course - I	<ol style="list-style-type: none">1. The students will understand the importance of integrity.2. The students will learn the tenets of Indian Constitution.
6	Foundation of Human Skills	<ol style="list-style-type: none">1. Describe the individual differences.2. Understand self & improve themselves in thinking and developing perception3. Form an effective team and make smart goals.4. Understand the group dynamics and to solve the conflicts.5. Make themselves creative and motivated.6. Understand methods to handle stress.
7	Business Economics - I	<ol style="list-style-type: none">1. Understand the importance of Business Economics in today's world.2. Illustrate the production and cost functions.3. Focuses on Microeconomics.4. Explain how the Demand and Forecasting are estimated.5. Examines how an organization does the Costing of the product.6. Demonstrate knowledge and proficiency in the overall foundations of economy.





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FYBMS Semester II

Sr.No.	Course	Course Outcome
1	Principles of Marketing	1. Understanding of various concepts of Marketing. 2. Knowledge of marketing theories. 3. Develop interest to pursue higher study options such as Masters in Management Studies (MMS), Master of Business Administration (MBA).
2	Industrial Law	1. Analyze the various rules made related to industrial law. 2. Understand and explain the definitions as per different various acts. 3. Help the organization to follow the procedure while smooth running of the factories. 4. Follow the process and formalities required for employees under the Employment State Insurance act.
3	Business Mathematics	1. Understand and calculate ratio, proportion & percentage, 2. Demonstrate to solve practical sums on profit and loss, 3. Evaluate concepts & calculate interest & annuity, 4. Explain simple problems on shares and mutual fund
4	Business Communication -II	1. The students will be able to write effectively letters as far as business correspondence is concerned. 2. The students will be able to speak confidently in English. 3. Students' linguistic skills will get enhanced.
5	Foundation Course - II	1. Describe the concept of Liberalization, privatization and globalization. 2. Use their fundamental rights. 3. Identify agents of environment degradation 4. Recognize the importance of sustainable development. 5. Apply the principles of psychology to practical problems. 6. Improve their personality.
6	Business Environment	1. Concept of business and its environment. 2. Political and legal environment 3. Social and cultural, Competitive and technological environment. 4. International environment.
7	Principles of Management	1. The acquired management practices shall facilitate budding professionals and managers. 2. Capable to pursue higher studies in diverse fields of management like MMS, MBA, MHRDM & MFM 3. Channelize student's energies to be entrepreneurs. 4. Communicate effectively with all the stakeholders

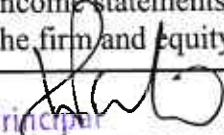



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SY BMS Semester III

Sr.No.	Course	Course Outcome
1	Business Planning & Entrepreneurial Management	<ol style="list-style-type: none"> 1. Apply theories and organizational structure of entrepreneurs in organizational working. 2. Differentiate between different types of entrepreneurs and work for entrepreneurial development. 3. Analyze role of entrepreneur in business planning and project development. 4. Apply the knowledge of support systems for venture development.
2	Strategic Management	<ol style="list-style-type: none"> 1. Exposed to various perspectives and concepts in the field of Strategic Management. 2. Develop skills for applying these concepts to the solution of business problems 3. Master the analytical tools of strategic management in organizations.
3	Information Technology in Business Management - I	<ol style="list-style-type: none"> 1. Information technology concepts and its major components 2. Practical hands on training on latest MS-Office software. 3. E-mail, Internet and its applications 4. Threats to computer systems and control measures, IT risk and Information systems security
4	Foundation Course (Environmental Management)- III	<ol style="list-style-type: none"> 1. Identify and value the effect of the pollutants on the environment: atmosphere, air, water and soil. 2. Illustrate skills and an improved understanding of how firms and organizations work with sustainability issues such as Environmental and Natural Resource Management. 3. Develop an activity using various strategies to control, reduce and monitor all environmental problems that might arise as a result. 4. Demonstrate professional Business Communication skills through writing presentations and group discussions.
5	Consumer Behaviour	<ol style="list-style-type: none"> 1. Analyze the decision making process undertaken by consumers under different situations. 2. Analyze the reasons for changes in behavior of consumers. 3. Apply the advertising and marketing strategies as per consumer needs.
6	Introduction to Cost Accounting	<ol style="list-style-type: none"> 1. Classify cost for the analysis 2. Prepare a cost sheet for the current year and estimated year. 3. Reconcile the accounting statement. 4. Calculate ratios in marginal costing for decision making 5. Prepare budgets of income and expenses.
7	Recruitment & Selection	<ol style="list-style-type: none"> 1. Concepts & principles, procedure of Recruitment & Selection in an organization. 2. In depth insights into various aspects of HRM.
8	Advertising	<ol style="list-style-type: none"> 1. Understanding of advertising and its role in promotion 2. Knowledge of advertising campaigns and its planning. 3. Evaluation of economic and social aspects of advertising. 4. Develop interest to pursue postgraduate education in advertising.
9	Accounting & Managerial Decisions	<ol style="list-style-type: none"> 1. Classify Financial Statements to evaluate firm performance. 2. Calculate ratios based on Financial Statements and income statements. 3. Use Financial Statements to obtain Cash Flows for the firm and equity holders.




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		4. Calculate working capital requirement of any firm or company.
10	Equity and Debt Market (MKT)	<ol style="list-style-type: none"> 1. The learners will be able to recognize the different types of Equity Issues made in the Financial Market. 2. The learners will be able to explain the operations of the Secondary Market. 3. The learners will be able to illustrate the various players in the Debt Market. 4. The learners will be able to distinguish between the working of Primary & Secondary Market. 5. The learners will be able to measure the value of Equity shares and Bonds with the help of various methods taught in the syllabus. 6. Learners will be able to create an IPO Advertisement.
11	Motivation and Leadership (HR)	<ol style="list-style-type: none"> 1. Familiarize knowledge of the leadership strategies for motivating people and changing organizations. 2. Analyze how leaders facilitate group development and problem solving. 3. Equip the students about practical approaches to Motivation and Leadership & its application in the Organisation. 4. Understand work through problems and issues as well as transcend the differences.

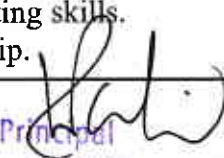



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SY BMS Semester IV

Sr.No.	Course	Course Outcome
1	Training and Development in HRM	<ol style="list-style-type: none"> 1. Understand the importance of planning in a Training program. 2. Will be able to identify the various training program that should be implemented 3. Explain the various types of training Programs 4. Explain important training related concepts
2	Information Technology in Business Management - II	<ol style="list-style-type: none"> 1. Functional area of MIS and DSS relationship with MIS. 2. Conceptual study of ERP, SCM and CRM. 3. Relationship between database management and data warehouse approaches. 4. They will understand BPO/KPO and outsourcing concepts.
3	Foundation Course (Ethics and Governance)-IV	<ol style="list-style-type: none"> 1. Solve ethical dilemmas involved in decision making. 2. Debate, discuss and implement Ethical Norms to the specialized field of their choice in business.
4	Business Research Methods	<ol style="list-style-type: none"> 1. Generalize the Process of research 2. Describe the need of research design 3. Perform a literature review in a specific area. 4. Design the Questionnaire for Research Projects. 5. Prepare a Research Report.
5	Business Economics - II	<ol style="list-style-type: none"> 1. Learner learned occurrence that are observed in the real world 2. Learner understood various theories and issues of international trade 3. Learner learned role of government and their various policies
6	Production & Total Quality Management	<ol style="list-style-type: none"> 1. Evaluate the scope of production and quality in production management. 2. To analyze the importance of productivity in today's comparative and the global market.
7	Auditing	<ol style="list-style-type: none"> 1. Detects errors and frauds in the financial statement. 2. Prepare and maintain the audit plan, procedure and documentation for the evidence purpose. 3. Apply audit techniques like test check and routing checking which reduce the work of an audit assistant. 4. Understand the internal control, existence and its effectiveness.
8	Rural Marketing	<ol style="list-style-type: none"> 1. Channelize student's energies to be entrepreneurs in new sectors/fields. 2. Learn various marketing strategies & skills to grab rural markets & overcome untouched sectors. 3. Subject helps to support further higher studies.
9	Financial Institution and Market	<ol style="list-style-type: none"> 1. Understanding various concepts of the financial system. 2. Knowledge of Financial regulators 3. Develop interest to pursue higher study options in financial markets and its related fields.
10	Integrated marketing communication	<ol style="list-style-type: none"> 1. The students will be able to communicate effectively. 2. The students will be able to develop different marketing skills. 3. The students will develop a crave for entrepreneurship.

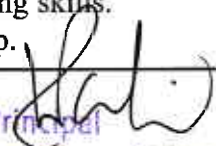



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SY BMS Semester IV

Sr.No.	Course	Course Outcome
1	Training and Development in HRM	1. Understand the importance of planning in a Training program. 2. Will be able to identify the various training program that should be implemented 3. Explain the various types of training Programs 4. Explain important training related concepts
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5	Business Economics - II	1. Learner learned occurrence that are observed in the real world 2. Learner understood various theories and issues of international trade 3. Learner learned role of government and their various policies
6	Production & Total Quality Management	1. Evaluate the scope of production and quality in production management. 2. To analyze the importance of productivity in today's comparative and the global market.
7	Auditing	1. Detects errors and frauds in the financial statement. 2. Prepare and maintain the audit plan, procedure and documentation for the evidence purpose. 3. Apply audit techniques like test check and routing checking which reduce the work of an audit assistant. 4. Understand the internal control, existence and its effectiveness.
8	Rural Marketing	1. Channelize student's energies to be entrepreneurs in new sectors/fields. 2. Learn various marketing strategies & skills to grab rural markets & overcome untouched sectors. 3. Subject helps to support further higher studies.
9	Financial Institution and Market	1. Understanding various concepts of the financial system. 2. Knowledge of Financial regulators 3. Develop interest to pursue higher study options in financial markets and its related fields.
10	Integrated marketing communication	1. The students will be able to communicate effectively. 2. The students will be able to develop different marketing skills. 3. The students will develop a crave for entrepreneurship.




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TY BMS Semester V

Sr.No.	Course	Course Outcome
1	Logistics & Supply Chain Management	<ol style="list-style-type: none"> 1. To provide students with basic understanding of concepts of logistics and supply chain management 2. To introduce students to the key activities performed by the logistics function 3. To provide an insight in to the nature of supply chain, its functions and supply chain systems 4. To understand global trends in logistics and supply chain management
2	Corporate Communication and Public Relations	<ol style="list-style-type: none"> 1. the concepts of corporate communication and public relations 2. various elements of corporate communication and consider their roles in managing organizations 3. different practices associated with corporate communication
3	Investment Analysis And Portfolio Management (FIN)	<ol style="list-style-type: none"> 1. To introduce students to various investment avenues available. 2. To develop a strong foundation in portfolio management process and portfolio management theory. 3. To explain the basics of fundamental analysis, technical analysis and portfolio performance measurement.
4	Commodity and Derivative Market(FIN)	<ol style="list-style-type: none"> 1. Concepts of Commodities and Derivatives market related to derivative markets and stock market. 2. Various aspects related to options and futures contracts. 3. Trading, clearing and settlement mechanism in derivatives market.
5	Wealth Management(FIN)	<ol style="list-style-type: none"> 1. To provide an overview of the nature of wealth management, its importance and challenges associated with wealth management. 2. To study components of wealth management like investment planning, estate planning, insurance planning. 3. To impart knowledge of taxation with an emphasis on tax saving and deductions. 4. To introduce various retirement planning avenues.
6	Risk Management(FIN)	<ol style="list-style-type: none"> 1. Introduction, risk measurement and control 2. Risk avoidance and ERM 3. Risk governance and assurance 4. Risk management in insurance
7	Services Marketing(Mar)	<ol style="list-style-type: none"> 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
8	Sales And Distribution Management(MAR)	<ol style="list-style-type: none"> 1. To develop understanding of the sales & distribution processes in organizations 2. To get familiarized with concepts, approaches and the practical aspects of the key decision making variables in sales management and distribution channel management



9	Customer Relationship Management(MAR)	<ol style="list-style-type: none"> 1. Analysis the importance of customer service and relationship with customers to grow business. 2. To understand the importance of customer integrating to create value to retain them in the origination. 3.To understand the importance of data management and data warehouse to grow the business.
10	Industrial Marketing(MAR)	<ol style="list-style-type: none"> 1. To understand basics of industrial marketing, Marketing Environment, Segmenting Targeting Positioning, channel strategy, marketing communication and pricing 2. To provide knowledge of industrial market structure and how they function 3. To provide understanding of the various attributes and models applicable in Industrial Marketing 4. To acquaint the students with trends in Industrial Marketing
11	Finance For HR Professionals	<ol style="list-style-type: none"> 1. To orient HR professionals with financial concepts to enable them to make prudent HR decisions 2. To understand the various compensation plans 3. To study the issues related to compensation management and understand the legal framework of compensation management
12	Strategic HRM and HRP (HR)	<ol style="list-style-type: none"> 1. Understand and discuss concepts relevant to SHRM. 2.Learn key elements of Strategic Human Resource Management 3. Appreciate collaborative culture for improving effectiveness
13	Performance Management & Career Planning(HR)	<ol style="list-style-type: none"> 1. The students will learn the importance of performance management for their growth in future. 2. It will enable them to implement in their work.
14	Industrial Relations(HR)	<ol style="list-style-type: none"> 1. Examine the application concepts of Industrial Relations and the system in which it operates. 2. Evaluate labor relations, industrial relations systems, and participatory processes at work. 3. Demonstrate the various procedure concerning worker participation and participatory institutions and instruments of trade union representation. 4. Understand the various processes and procedures of handling Employee Relations in Corporate environment




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TY BMS Semester VI

Sr.No.	Course	Course Outcome
1	Operation Research	<ol style="list-style-type: none"> 1. Introduction to operation research and linear programming 2. Assignment and transportation model 3. Network analysis 4. Job sequencing and theory of games
2	Brand Management(Mar)	<ol style="list-style-type: none"> 1. Evaluate the scope of brand management activity and analyse how it relates to other business areas. 2. Appraise the key issues in managing a brand portfolio and making strategic brand decisions 3. To analyze sources of brand equity & understand techniques of improving brand equity
3	Retail Management(Mar)	<ol style="list-style-type: none"> 1. Concepts of retail management and it's operations 2. How to manage retail and types of retailers. 3. Terminology of Merchandise management, store management. 4. Legal and ethical aspects of retail management.
4	International Marketing(Mar)	<ol style="list-style-type: none"> 1. Develop an understanding of strategies to enter international markets. 2. Have an insight into marketing research, international business environment as well as international marketing mix.
5	Media Planning And Management(Mar)	<ol style="list-style-type: none"> 1. Understanding Media planning process 2. To Identify media research and its sources 3. Knowledge of different media available like print media, Television, Outdoor, Radio, Online media. 4. Designing media budget
6	HRM in GP(HR)	<ol style="list-style-type: none"> 1. International HRM- an overview 2. Global HRM functions 3. Managing expatriations and repatriations 4. International HRM trends and challenges
7	Organizational Development(HR)	<ol style="list-style-type: none"> 1. Organizational development an overview 2. Organizational diagnosis, renewal and change 3. OD intervention 4. OD effectiveness
9	Indian Ethos In MGMT(HR)	<ol style="list-style-type: none"> 1. Understand the use of balancing professional and personal life. 2. Find out corporate karma that is needed to improve in life. 3. Learn about stress, its types & western and Indian methods of managing it. 4. Multiple interrelated concepts applicable even in contemporary management style.
10	International Finance(Fin)	<ol style="list-style-type: none"> 1) The function of the international market, arbitrage and swap. 2) Exchange rate determination & various ways of exchange rate are quoted. 3) Euro market functioning. 4) Project appraisal technique.
11	Strategic Financial Management(Fin)	<ol style="list-style-type: none"> 1. Understand the meaning and type of dividend.



		<p>2. Understand and explain risk and uncertainty of capital budgeting.</p> <p>3. Understand and explain the concepts of shareholder value and corporate reconstructing.</p> <p>4. Understand the concepts of financial management of the banking sector and working capital financing.</p>
12	Innovative Financial Services(FIN)	<p>1. Introduction to traditional financial services</p> <p>2. Issue management and securitization</p> <p>3. Financial services and its mechanisms</p> <p>4. Consumer finance and credit rating</p>
13	Project Management(FIN)	<p>1. The techniques of beneficiary project management.</p> <p>2. The fundamental aspects of various issues associated with project management</p> <p>3. They will be able to solve project management problems.</p>
14	Project	<p>1. Understand the topic selected fully and to use it for practical purposes.</p> <p>2. Identify the fundamental aspects associated with the project.</p> <p>3. Familiarize the relation with various variables involved in the research.</p> <p>4. Analyze fully the data received and collected through primary and secondary methods of data collection</p>




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Bachelor of Information Technology (BSc. IT)

COURSE OUTCOME

FY BSc IT Semester I

Sr.No.	Course	Course Outcome
1	Imperative Programming	1. To develop the logic of the student and describe loops and decision making using programs. 2. Illustration of difficult concepts using practical programming examples. 3. Discussion of relevant concepts using the program.
2	Digital Electronics	1. Apply number conversion techniques in real digital systems and solve Boolean expressions. 2. Derive and design logic circuits by applying SOP and POS. 3. Understand and develop digital applications.
3	Operating System	1. Identify the role of the operating system. 2. To identify Real life applications of operating systems. 3. To understand the different process scheduling algorithms and memory management techniques.
4	Discrete Mathematics	1. Use logical notation and perform logical proofs. 2. Apply basic and advanced principles of counting 3. To learn sets and functions, forming and solving recurrence relations and different counting principles.
5	Communication Skills	1. Analyze, synthesize and utilize the process and strategies from delivering to solving communication problems. 2. Understand the functions of maps, graphs and charts. 3. Learn the communication methodologies at the workplace and learn about the importance of team collaboration.



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FY BSc IT Semester II

Sr.No.	Course	Course Outcome
1	Object Oriented Programming	<ol style="list-style-type: none">1. Utilize C++ characteristics in software design and development.2. Understand and apply various types of data types, Operators, Conversion while designing the program.3. Examine a problem statement and design and develop object-oriented software using good coding practices and procedures.
2	Microprocessor Architecture	<ol style="list-style-type: none">1. Understand the basic concepts of Micro Computer Systems.2. Understand the architecture and hardware aspects of 8085 and assembly language programs in 8085.3. Design elementary aspects of Micro Controller based systems
3	Web Programming	<ol style="list-style-type: none">1. To design web pages using different types of CSS.2. Implement basic and complex functionalities of JavaScript in a web page.3. Employ PHP Scripts to execute dynamic tasks in a web page.
4	Numerical and Statistical Methods	<ol style="list-style-type: none">1. Understand numerical techniques to find the roots of nonlinear equations and solutions of systems of linear equations.2. Understand the difference operators and the use of interpolation.3. Understand numerical differentiation and integration and numerical solutions of ordinary and partial differential equations.
5	Green Computing	<ol style="list-style-type: none">1. To Understand the concept of Green IT and problems related to it and know different standards for Green IT.2. To learn about how the way of work is changing.3. Understand the concept of recycling.





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SY BSc IT Semester III

Sr.No.	Course	Course Outcome
1	Python Programming	<ol style="list-style-type: none">1. To learn the new programming style.2. To know how programming can be used for designing real-life applications by reading/writing to files.3. To understand GUI programming, interfacing with databases.
2	Data Structures	<ol style="list-style-type: none">1. To understand the concepts of Data Structures and its significance in programming.2. Provide a holistic approach to design, use and implement abstract data types.3. Understand the commonly used data structures and various forms of its implementation.
3	Computer Networks	<ol style="list-style-type: none">1. Enumerate the layers of the OSI model and TCP/IP and understand the function of each layer.2. Implement Local Area Networks using both static and dynamic addressing techniques.3. Analyze the requirements for a given organizational structure and select the most appropriate networking architecture and technologies.
4	Database Management Systems	<ol style="list-style-type: none">1. To introduce the concept of the DBMS with respect to the relational model.2. To understand creation, manipulation and querying of data in databases.3. To explore the idea behind PL/SQL.
5	Applied Mathematics	<ol style="list-style-type: none">1. To demonstrate the basic knowledge of Laplace Transform.2. It emphasizes mathematical concepts in 3D graphics.3. To apply the application of Mathematics in Data Science and Artificial Intelligence.




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SY BSc IT Semester IV

Sr.No.	Course	Course Outcome
1	Core Java	1. To understand the Object Oriented concepts to develop code. 2. To create User Interface using Abstract Window Toolkit. 3. To understand the concept of inheritance.
2	Introduction to Embedded Systems	1.To understand the concept and facts behind designing the embedded system using simulation. 2. To understand the working of an 8051 microcontroller. 3. To understand the concept of the Real Time Operating System.
3	Computer Oriented Statistical Techniques	1. To familiarize students with the basics of Statistics. 2. To understand the different sampling theory used in statistical analysis. 3.Explore 'R' tool for potential researchers.
4	Software Engineering	1. To understand the concept of designing software. 2. To understand the Software Development Life Cycle Phases. 3. To be aware about the software metrics and testing.
5	Computer Graphics and Animation	1. To understand the hardware structure & pictures representation in memory. 2. To explore the ways of animation to add the same onto the created object. 3. To understand the different file formats and transformation techniques.




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TY BSc IT Semester V

Sr.No.	Course	Course Outcome
1	Software Project Management	<ol style="list-style-type: none">1. To train project managers and other individuals involved in software projects about their responsibilities.2. To study the different methods & techniques used for project management.3. Implement a project to manage project schedule, expenses and resources with the application of suitable project management tools.
2	Internet of Things	<ol style="list-style-type: none">1. Able to realize the revolution of Internet in Mobile Devices, Cloud & Sensor Networks2. Able to understand building blocks of Internet of Things & characteristics.3. To understand where the IoT concept fits within the broader ICT industry and possible future trends.
3	Advanced Web Programming	<ol style="list-style-type: none">1. To provide insight into .NET technologies for web programming.2. To enable them to design and develop interactive and responsive web applications.3. To understand the coding of remote Interfaces.
4	Linux System Administration	<ol style="list-style-type: none">1. To analyze the various tools and techniques commonly used by Linux programmers.2. To understand the system administrators and naive users to achieve their operational works in Linux environment.3. To explore the Linux operating system and its environment.
5	Artificial Intelligence	<ol style="list-style-type: none">1. To identify the problems where artificial intelligence techniques are applicable.2. To Understand the importance of linear algebra, statistics and probability from a data science perspective.3. To develop the logic for optimal decisions in games.
6	Next Generation technologies	<ol style="list-style-type: none">1. To understand the importance of the Big data concept and the demand for learning new age database technologies.2. To understand creation, manipulation and querying of data in MongoDB.3. To develop the understanding towards SSD, SAP and JSON.




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TY BSc IT Semester VI

Sr.No.	Course	Course Outcome
1	Software Quality Assurance	<ol style="list-style-type: none">1. To understand software engineering processes, methods, activities and work items are monitored and comply with the defined standards.2. To know the different testing methods used for software working.3. To be able to work with a team.
2	Security in Computing	<ol style="list-style-type: none">1. To understand the principles and practices of cryptographic techniques.2. To analyze particular security problems for a given application.3. To give an overview of cloud computing and Virtual machines.
3	Business Intelligence	<ol style="list-style-type: none">1.To examine Business Intelligence (BI) as a broad category of applications and technologies for gathering, storing, analyzing, sharing and providing access to data.2.To understand in detail data order to support fact-based decision making.3. To understand the application of Business Intelligence in the real world.
4	IT Service Management	<ol style="list-style-type: none">1. Analyze maximum value of services to customers without requiring them to own unpredicted costs & risks.2. Optimize the use of 'resources' & 'capabilities'. Services should offer the best utility and trustworthy warranty.3.To identify the challenges and risks associated with Service operations.




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COURSE OUTCOME

FY BCom Semester I

Sr.No.	Course	Course Outcome
1	Accountancy & Financial Management- I	<ol style="list-style-type: none">1. To apply the financial accounting concepts2. To implement Accounting Standards in practical world.3. To analyze the nature, function, and limits of inventory valuation4. To analyze & differentiate between Capital & Revenue: Expenditure & receipts.5. To prepare and understand final accounts of manufacturing concern.6. To prepare and understand departmental accounts.7. To evaluate the importance of Hire purchase and prepare hire purchase accounting
2	Commerce I	<ol style="list-style-type: none">1. To understand various concepts of business.2. To impart knowledge of the impact of the business environment on business.3. To analyze the various project planning methods.4. To develop interest to pursue higher education in the field of business such as MBA, MMS etc.
3	Business Economics-I	<ol style="list-style-type: none">1. To familiarize the students with the basic concepts of microeconomics and its applications to business situations.2. To guide the students towards understanding the real world market situations & business applications.
4	Business Communication - I	<ol style="list-style-type: none">1. To make aware about importance of communication and complexities involved2. To make understand importance & the need for listening effectively in corporate set-up3. To keep acquainted with method of business correspondence4. To make use of emerging electronic mediums for effective communication
5	Environmental Studies-I	<ol style="list-style-type: none">1. To describe the components of the environment.2. To identify components of sustainable practices and types of natural resources.3. To recognize the demographic issues.4. To point out the effects of urbanization on the environment.5. To improve their map reading and filling skills.
6	Foundation Course-I	<ol style="list-style-type: none">1. To describe the different existing diversities in India.2. To diagnose the causes of existing disparities in India.3. To perform their fundamental duties.4. To improve their role as citizens of India.
7	Mathematical & Statistical Techniques -I	<ol style="list-style-type: none">1. To define statistics, real functions, Annuity, derivatives, correlation & regression analysis, time series, index numbers & probability distribution functions.2. To derive the formulae of mathematics and statistics.3. To use the formulae in the managerial skills of the organizations.4. To use the formulae, techniques, clues, graphs, bar-diagrams including one-dimensional & two dimensional in the different courses of commerce, science, arts and operational research.5. To use decision theory in the decision making, planning, leading, organizing and controlling that influence the activities in the organizations.



FYBCom Semester II

Sr.No.	Course	Course Outcome
1	Accountancy & Financial Management-II	<ol style="list-style-type: none"> 1. To prepare a Final account of small trading concerns. 2. To prepare a Consignment account. 3. To prepare Branch accounts under Debtors method & Stock & Debtors method 4. To make claims to insurance companies for loss of goods by fire.
2	Commerce-II	<ol style="list-style-type: none"> 1. To understanding of various concepts of services marketing 2. To impart knowledge of new trends in service sector 3. To analyze the various e-commerce services in India. 4. To develop interest to pursue higher education in the field of marketing
3	Business Economics-II	<ol style="list-style-type: none"> 1. To enable understanding of the relationship between different market structure & how they compare and contrast with one another. 2. To enable understanding of how a firm sets price for its products by using different methods.
4	Business Communication-I I	<ol style="list-style-type: none"> 1. To make them aware of the selection criteria in the business organization. 2. To make students learn about procedures and format to be followed for business correspondence, which will be beneficial to them in their work life. 3. To help improve their language and writing skills, vocabulary & writing skills.
5	Environmental Studies - II	<ol style="list-style-type: none"> 1. To describe solid waste management for a sustainable society. 2. To identify ways of sustainable practices in Agriculture and industry. 3. To recognize the environment issues. 4. To understand the relationship of environment and economy by ecotourism. 5. To improve their contribution towards the environment.
6	Foundation Course - II	<ol style="list-style-type: none"> 1. To describe the concept of Liberalization, privatization and globalization. 2. To use their fundamental rights. 3. To identify agents of environment degradation 4. To recognize the importance of sustainable development. 5. To apply the principles of psychology to practical problems. 6. To improve their personality.
7	Mathematical & Statistical Techniques - II	<ol style="list-style-type: none"> 1. To define statistics, real functions, Annuity, derivatives, correlation & regression analysis, time series, index numbers & probability distribution functions. 2. To derive the formulae of mathematics and statistics. 3. To use the formulae in the managerial skills of the organizations. 4. To use the formulae, techniques, clues, graphs, bar-diagrams including one-dimensional & two dimensional in the different courses of commerce science, arts and operational research. 5. To use of decision theory in the decision making, planning, leading, organizing and controlling that influence the activities in the organizations.




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SY BCom Semester III

Sr.No.	Course	Course Outcome
1	Accountancy & Financial Management- III	1.To understand the application and handling the accounting treatment of partnership accounting in relation to amalgamation as well as conversion of firm into a company. 2. To understand the need and accounting of piecemeal distribution of cash.
2	Financial Accounting & Auditing -V	1.To apply the concepts of Management accounting & its importance in business. 2. To analyze the Basis of Accounting in an organization. 3. To prepare different forms of financial statements for analysis, evaluation and comparison of the financial information. 4. To compute different types of ratio. 5. To ascertain working capital requirement for an organization. 6. To ascertain capital budgeting through different approaches and managerial decisions can be taken.
3	Commerce - III	1. To understand various concepts of management. 2. To impart knowledge of various functions of management and its importance in organization 3. To develop interest to pursue higher study options such as Masters in Management Studies (MMS), Master of Business Administration (MBA), Masters in Financial Management (MFM)
4	Business Economics - III	1. To develop understanding of the fundamentals of macroeconomics 2. To develop ability to analyze cause-effect relationship between macroeconomic variables 3. To develop ability to interpret public policies and their impact on the economy 4. To understand application of Macroeconomics to business decision making
5	Advertising - I	1. To develop understanding of of advertising and its role in promotion 2. To develop knowledge of advertising agency and its activities. 3. To evaluate the economic and social aspects of advertising. 4. To develop interest to pursue postgraduate education in advertising.
6	Foundation Course - III	1. Able to use their rights as a citizen of a country. 2. To develop an approach the students will be sensitive towards the environment in order to protect it. 3. To develop the scientific temper of students will get developed. 4. To create an avenue of career in competitive exams will be opened for students.
7	Business Law -I	1. To analyze the various valid rules for making contracts. 2. To understand the concept of special contracts. 3. To help them to follow the procedure as per Consumer Protection Act and Sales of goods act. 4. To know more about the different Negotiable Instruments.




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SY BCom Semester IV

Sr.No.	Course	Course Outcome
1	Accountancy & Financial Management-IV	1. To understand the nature of company accounts and balance sheets of company accounts. 2. To understand and explain the accounting treatment of redemption of Preference Shares. 3. To understand and explain the accounting treatment of redemption of Debentures. 4. To understand and explain the concepts of Profit Prior to Incorporation. Understand the ascertainment and treatment of Profit Prior to Incorporation
2	Financial Accounting & Auditing -VI	1. To understand the role of an auditor in an organization. 2. To understand the importance of an auditor in the eyes of law. 3. To detect and prevent error and fraud in financial statement 4. To use the technology to vouch for the vouchers, verify the fixed assets. 5. To understand the Prevention of document
3	Commerce-IV	1. To make the learners aware about conceptual knowledge & evolution of Management & Production Management, Inventory Management & Quality Management 2. To provide basic knowledge of Indian Financial System 3. To familiarize the learners about the functions of Management, the recent trends in Management & Finance
4	Business Economics - IV	1. To develop understanding of the fundamentals of macroeconomics 2. To develop ability to analyze cause-effect relationship between macroeconomic variables 3. To develop ability to interpret public policies and their impact on the economy 4. To understand application of Macroeconomics to business decision making 5. To form foundation for courses in taxation
5	Advertising-II	1. Understanding of various Medias of advertising. 2. To develop knowledge of advertising campaign and its planning. 3. To evaluate the skill of various elements of advertising. 4. To develop interest to pursue postgraduate education in advertising.
6	Foundation Course - IV	1. To use their rights as a citizen of the country. 2. To develop the approach of the students will be sensitive towards the environment in order to protect it. 3. To develop the scientific temper of students will develop. 4. To develop the avenue of career in competitive exams will be opened for students
7	Business Law-II	1. To analyze the various modifications made related companies act. 2. To understand the concept of Limited Liability Partnership. 3. To help them to follow the procedure as per Consumer Protection Act. 4. To know what the differences are between Patent, Copyright, Trademark etc.




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TY BCom Semester V

Sr.No.	Course	Course Outcome
1	Financial Accounting & Auditing -VII	1. To create awareness about company accounts with provision of various companies. 2. To provide knowledge about the buyback of shares, investment accounts with their accounting treatment.
2	Financial Accounting & Auditing -VIII	1. To apply the concept of cost accounting and its important in day to day activities 2. To classify types of material and analyze material cost 3. To compute remuneration and incentive of Labour system and ascertain the value of labor cost 4. To classify different types of overheads and evaluate the overheads based on type of distribution 5. To classify the different types of cost involved in cost accounting & prepare cost sheet 6. To identify the difference in cost sheet and financial accounting and will prepare Reconciliation statement of Cost and Financial Accounts.
3	Business Economics -V	1. To appreciate and understand the various aspects of the Indian economy. 2. To get an insight and understanding of the reforms and policy measures undertaken by the government of India.
4	Commerce -V	1. To explain the various marketing concepts. 2. To identify the consumer behaviors and recognize the factors leading to it. 3. To identify various product decision areas and interpret them. 4. To analyze various distribution and promotion methods. 5. To appraise the marketing ethics and challenges in marketing.
5	Direct and Indirect Taxes - I	1. To determine the financial year and assessment year. 2. To determine the residential status of the individual and scope the relevant income. 3. To calculate the income under various head in which it will be taxable. 4. To compute total taxable income after providing deduction available under different sections.
6	Export Marketing	1. Understanding of various concepts of export marketing. 2. Knowledge of foreign trade policy and its implications on economy and trade.
7	Computer Systems & Applications-I	1. Concepts of Database and SQL syntax using MySQL. 2. Excel formulas, Built-in functions and data analysis tools. 3. Exchange of data, computer networking.





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TY BCom Semester VI

Sr.No.	Course	Course Outcome
1	Financial Accounting & Auditing -IX	<ol style="list-style-type: none"> 1. Imparts knowledge about accounting treatment of amalgamation of companies, Foreign currency transactions. 2. Helps students in gaining practical knowledge of accountancy
2	Financial Accounting & Auditing -X	<ol style="list-style-type: none"> 1. Calculate profit involved in contract costing and implication of different terminology. 2. Ascertain cost of production per unit in each process and different types of losses. 3. Use of Marginal costing and standard costing in decision making process. 4. Application of emerging concepts in different situations.
3	Economics-VI	<ol style="list-style-type: none"> 1. Creates an understanding of the nature of International Trade and the nature of International organization such as the United Nations, the International Bank for Reconstruction and Development (World Bank), International Monetary Fund, World Trade Organization and their effects on business. 2. Creates understanding of the rate of exchange and how the rate of exchange is determined
4	Commerce-VI	<ol style="list-style-type: none"> 1. Importance of HRM in the current business environment 2. Career planning advantages and performance appraisal. 3. Theories of motivation and leadership 4. Trends developing in HRM.
5	Direct and Indirect Taxes-II	<ol style="list-style-type: none"> 1. Apply the basic concepts of GST rules in taxation. 2. Identification of taxable and non taxable goods. 3. Determining point of taxation for the payment of tax liability 4. Register, payment and set off of GST.
6	Export Marketing Paper-II	<ol style="list-style-type: none"> 1. To Identify the various product decision areas in exports. 2. To interpret the various Incoterms used in exports 3. To solve FOB Problems of export marketing 4. To identify the various financial institutions providing export finance 5. To distinguish between various export procedures and documents .
7	Computer Systems & Applications - II	<ol style="list-style-type: none"> 1. Basic concepts of business models and e-commerce. 2. Advanced Excel formulas, functions and data analysis tools. 3. Creating forms in visual basic.




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