



(University of Delhi)  
Shyam Lal College



## **Programme Specific Outcomes and Course Outcomes**

**B.Com (P)**

## Programme Specific Outcomes:

Programme	Programme Specific Outcomes
<p><b>B.Com (P)</b></p>	<p><b>PSO-1:</b> It instills in students the basic knowledge and fundamentals of commerce and business which would be beneficial for them to comprehend, analyses and evaluate the current economic/business scenario of the country and the world at large.</p> <p><b>PSO-2:</b> To develop in students the capability to transform theoretical and conceptual knowledge into practical problem-solving approach using critical thinking.</p> <p><b>PSO-3:</b> Develop skills which would help them undertake research and innovations in commerce and would enhance their employability.</p> <p><b>PSO-4:</b> It envisages the students demonstrating fundamental knowledge of the areas related to finance accounting, human resource management, international business, corporate and business laws, taxation, marketing etc. The students will be made capable of evaluating diverse perspectives provided by the prism of these areas and a comprehensive picture of business situations, using modern ways and means of dealing with issues arising in the dynamic business world.</p> <p><b>PSO-5:</b> It acquaints the students with problem solving techniques by providing them with real life situations through case-studies.</p> <p><b>PSO-6:</b> It provides opportunities for students to develop analytical reasoning through their active participation and involvement in teaching-learning process as envisioned in the student centric approach.</p> <p><b>PSO-7:</b> It inculcates in the young minds the qualities of teamwork, cooperation and solidarity which can be seen as a vision of the current business world. They shall be able to gain insight into the need to balance the aspects of collaboration and competition for healthier delivery to society whose hallmark currently is fierce competition.</p> <p><b>PSO-8:</b> It makes the students to understand the need of the current business world and make them capable to view different aspects and dimensions from global perspective. Students are encouraged to seek deeper understanding of issues and develop research abilities.</p> <p><b>PSO-9:</b> It also trains the students to check unethical behavior, falsification and manipulation of information in order to avoid debacles which can be seen rising persistently over the period of time.</p> <p><b>PSO-10:</b> It develops a sense of attitude towards life-long learning as the world of business is constantly in a state of flux.</p> <p><b>PSO-11:</b> It inculcate management skills like teamwork, cooperation, motivation and leadership etc. that help build the character of a future employee and facilitate him/her in inspiring others in an organization. It would be able to make the students capable of handling present complexities and future challenges.</p>

**PSO-12:** It helps the students to acquire the knowledge of computers and become digitally literate by learning basics of computers and computerized accounting, thus becoming self-reliant.

## Course Outcomes Semester 1

Course Name	Learning Outcomes	Programme Specific Outcomes Are Attained by
<b>BCP: DSC- 1.1 Business Organization and Management</b>	<p><b>CO-1:</b> explain the dynamics of business organizations and recent management practices</p> <p><b>CO-2:</b> describe varied perspectives related to the business environment and entrepreneurship.</p> <p><b>CO-3:</b> analyze how the organizations adapt to an uncertain environment and decipher decision making techniques.</p> <p><b>CO-4:</b> analyse the relationship amongst functions of management i.e. planning, organizing, directing and controlling.</p> <p><b>CO-5:</b> analyse the change in the working pattern of modern organizations.</p>	<ol style="list-style-type: none"> <li>1. The students are made aware of different perspectives of business organizations and management practices by means of classroom teaching and case studies.</li> <li>2. The students are encouraged to analyze the real world situations by relating concepts to real life scenarios.</li> </ol>
<b>BCP: DSC- 1.2 Business Laws</b>	<p><b>CO-1:</b> examine basic aspects of contracts vis-a-vis agreements and subsequently enter into valid business propositions.</p> <p><b>CO-2:</b> describe various modes of discharge of contract and remedies available in case of a breach.</p> <p><b>CO-3:</b> recognize and differentiate between the special contracts</p> <p><b>CO-4:</b> analyse the rights and obligations under the Sale of Goods Act.</p> <p><b>CO-5:</b> apply skills to form and manage entrepreneurial ventures as LLP.</p>	<ol style="list-style-type: none"> <li>1. The students learn basic aspects of contracts and other Acts under Business laws.</li> <li>2. The laws are highly relevant in real life as concepts are related to real life case laws.</li> <li>3. The students are made aware of concepts by means of classroom instruction</li> </ol>
<b>BCP: DSC- 1.3 Financial Accounting</b>	<p><b>CO-1:</b> apply the generally accepted accounting principles while recording transactions and preparing financial</p>	<ol style="list-style-type: none"> <li>1. The students are made aware of different accounting concepts by way of classroom</li> </ol>

	<p>statements</p> <p><b>CO-2:</b> demonstrate the accounting process under a computerized accounting system.</p> <p><b>CO-3:</b> measure business income applying relevant accounting standards.</p> <p><b>CO-4:</b> evaluate the impact of depreciation and inventories on Business Income.</p> <p><b>CO-5:</b> prepare the Financial Statements of sole proprietor firms and Not-For Profit Organizations.</p> <p><b>CO-6:</b> prepare the accounts for Inland Branches, Departments and Leases.</p>	<p>instruction.</p> <ol style="list-style-type: none"> <li>2. The students get hands-on experience of preparing trading and profit and loss account and balance sheet using Tally Prime software.</li> </ol>
<b>BCP: VAC- Financial Literacy</b>	<p><b>CO-1:</b> familiarity with different aspects of financial literacy such as savings, investment, taxation and insurance</p> <p><b>CO-2:</b> understanding the relevance and process of financial planning</p> <p><b>CO-3:</b> promote financial well being</p>	<ol style="list-style-type: none"> <li>1. Hands on training through excel</li> <li>2. Case study and projects discussions</li> <li>3. Real life cases of ITR filing</li> </ol>
<b>BCP: VAC- Emotional Intelligence</b>	<p><b>CO-1:</b> introduce the concept of emotional intelligence, its models and components.</p> <p><b>CO-2:</b> understand the significance of emotional intelligence in self-growth and building effective relationships</p> <p><b>CO-3:</b> identify the measures of emotional intelligence</p>	<ol style="list-style-type: none"> <li>1. Interactive teaching</li> <li>2. Real life case studies</li> <li>3. Projects and presentation on emotional intelligence.</li> </ol>
<b>BCP: SEC- Finance for Everyone</b>	<p><b>CO-1:</b> to understand the importance of financial literacy and the institutions providing financial services</p> <p><b>CO-2:</b> to prepare a financial plan, budget and manage personal finances</p> <p><b>CO-3:</b> to open, avail and manage services offered by banks, post offices</p> <p><b>CO-4:</b> to plan for life insurance and property insurance</p> <p><b>CO-5:</b> to choose instruments for investment in shares</p>	<ol style="list-style-type: none"> <li>1. To offer an integrated approach to the understanding of concepts and applications of financial planning through group discussion</li> <li>2. To help the students in their financial planning through real life cases.</li> </ol>
<b>BCP: SEC – Digital</b>	<b>CO-1:</b> to understand the importance of oral	<b>1.</b> To develop inter personal

<p><b>Marketing</b></p>	<p>and written communication in day to day working of the organization.</p> <p><b>CO-2:</b> to develop the inter personal skills and problem-solving skills</p> <p><b>CO-3:</b> to understand the role of body language in effective communication.</p>	<p>and effective communication skills through discussions</p> <p>2. To develop problem solving skills and understand its influence on behavior and attitudes of individuals through role model, projects, case studies.</p>
<p><b>BCP: SEC- Innovation and entrepreneurship</b></p>	<p><b>CO-1:</b> identify and comprehend the concepts of creativity, innovation and invention in various contexts.</p> <p><b>CO-2:</b> enrich their theoretical and conceptual foundations in entrepreneurship.</p> <p><b>CO-3:</b> gain hands-on experience that shall empower them to identify business and social opportunities and venture in the entrepreneurial landscape.</p> <p><b>CO-4:</b> prepare themselves to take informed decisions in establishing start-ups and ongoing innovation in organizations</p>	<p>1. Experiential learning through inquiry driven case studies</p> <p>2. Real-life case studies and projects especially projects</p> <p>3. Interactive teaching</p> <p>4. Group discussions</p>
<p><b>BCP: SEC- Personal Financial Planning</b></p>	<p><b>CO-1:</b> students will be able to understand the meaning and appreciate the relevance of financial planning.</p> <p><b>CO-2:</b> students will be able to understand the concept of investment planning and its methods.</p> <p><b>CO-3:</b> students will be able to examine the scope and ways of personal tax planning.</p> <p><b>CO-4:</b> students will be able to analyze insurance planning and its relevance.</p> <p><b>CO-5:</b> After studying this course, students will be able to develop insight into retirement planning and its relevance.</p>	<p>1. Real life case studies</p> <p>2. Group discussion</p> <p>3. Prepare tax planning for an individual</p> <p>4. Presentations</p>

## Semester 2

CourseName	LearningOutcomes	Programme Specific Outcomes are Attained by
<p><b>BCP: DSC -2.1</b> <b>Corporate Accounting</b></p>	<p><b>CO-1:</b> analyse the matters related to issues of share capital, debentures, bonus shares, redemption of preferences shares and debentures of a company.</p> <p><b>CO-2:</b> prepare financial statements of companies manually as well as using online software</p> <p><b>CO-3:</b> interpret the valuation of intangible assets and shares</p> <p><b>CO-4:</b> describe accounting for Amalgamation and Internal Reconstruction of Companies.</p> <p>Prepare Annual Reports of companies and analyse the voluntary and mandatory information contained in them</p>	<ol style="list-style-type: none"> <li>1. The students learn to prepare financials of companies as per the relevant standards and Acts</li> <li>2. The students learn how to account for amalgamation, consolidation and liquidation by doing practical questions</li> </ol>
<p><b>BCP: DSC - 2.2</b> <b>Company Law</b></p>	<p><b>CO-1:</b> analyse the regulatory aspects and the broader procedural aspects involved in different types of companies covering the Companies Act, 2013 and Rules</p> <p><b>CO-2:</b> prepare the basic legal documents required for formation of a company</p> <p><b>CO-3:</b> analyse the process and documents required for raising capital for the company</p> <p><b>CO-4:</b> analyse the managerial composition of companies and examine the process of company meetings.</p>	<ol style="list-style-type: none"> <li>1. The students understand the legal and regulatory aspects of different company laws by means of classroom teaching.</li> <li>2. The students are apprised of different dimensions of the laws by solving different case laws.</li> <li>3. The students learn how to account for practical aspects like how to conduct meetings, dividend distribution as they discuss different cases regarding the same</li> </ol>
<p><b>BCP: DSC - 2.3</b> <b>Human Resource Management</b></p>	<p><b>CO-1:</b> evaluate the importance of contemporary and emerging HR issues</p> <p><b>CO-2:</b> analyze the concepts and sources of recruitment and selection process</p> <p><b>CO-3:</b> devise employee training and</p>	<ol style="list-style-type: none"> <li>1. Developing sensitivity towards creating empathetic human relationships to create an amicable work environment.</li> </ol>

	<p>development programs</p> <p><b>CO-4:</b> design performance appraisal techniques and compensation schemes</p> <p><b>CO-5:</b> design HR policies for employee engagement and experience; grievances redressal, employee health, safety, welfare, social security, and stress-free work-life balance</p>	<p>2. Designing human resource plan with a focus on contemporary and emerging HR issues.</p>
<p><b>BCP: VAC- Financial Literacy</b></p>	<p><b>CO-1:</b> familiarity with different aspects of financial literacy such as savings, investment, taxation and insurance</p> <p><b>CO-2:</b> understanding the relevance and process of financial planning</p> <p><b>CO-3:</b> promote financial well being</p>	<p>1. Hands on training through excel</p> <p>2. Case study and projects discussions</p> <p>3. Real life cases of ITR filing</p>
<p><b>BCP: VAC- Emotional Intelligence</b></p>	<p><b>CO-1:</b> introduce the concept of emotional intelligence, its models and components.</p> <p><b>CO-2:</b> understand the significance of emotional intelligence in self-growth and building effective relationships</p> <p><b>CO-3:</b> identify the measures of emotional intelligence</p>	<p>1. Interactive teaching</p> <p>2. Real life case studies</p> <p>3. Projects and presentation on emotional intelligence.</p>
<p><b>BCP: SEC- Finance for Everyone</b></p>	<p><b>CO-1:</b> to understand the importance of financial literacy and the institutions providing financial services</p> <p><b>CO-2:</b> to prepare a financial plan, budget and manage personal finances</p> <p><b>CO-3:</b> to open, avail and manage services offered by banks, post offices</p> <p><b>CO-4:</b> to plan for life insurance and property insurance</p> <p><b>CO-5:</b> to choose instruments for investment in shares</p>	<p>1. To offer an integrated approach to the understanding of concepts and applications of financial planning through group discussion</p> <p>2. To help the students in their financial planning through real life cases.</p>
<p><b>BCP: SEC – Digital Marketing</b></p>	<p><b>CO-1:</b> to understand the importance of oral and written communication in day to day working of the organization.</p> <p><b>CO-2:</b> to develop the inter personal skills and problem-solving skills</p> <p><b>CO-3:</b> to understand the role of body language in effective communication.</p>	<p>1. To develop inter personal and effective communication skills through discussions</p> <p>2. To develop problem solving skills and understand its influence on behavior and</p>

		attitudes of individuals through role model, projects, case studies.
<b>BCP: SEC- Innovation and entrepreneurship</b>	<p><b>CO-1:</b> identify and comprehend the concepts of creativity, innovation and invention in various contexts.</p> <p><b>CO-2:</b> enrich their theoretical and conceptual foundations in entrepreneurship.</p> <p><b>CO-3:</b> gain hands-on experience that shall empower them to identify business and social opportunities and venture in the entrepreneurial landscape.</p> <p><b>CO-4:</b> prepare themselves to take informed decisions in establishing start-ups and ongoing innovation in organizations</p>	<ol style="list-style-type: none"> <li>1. Experiential learning through inquiry driven case studies</li> <li>2. Real-life case studies and projects especially projects</li> <li>3. Interactive teaching</li> <li>4. Group discussions</li> </ol>
<b>BCP: SEC- Personal Financial Planning</b>	<p><b>CO-1:</b> students will be able to understand the meaning and appreciate the relevance of financial planning.</p> <p><b>CO-2:</b> students will be able to understand the concept of investment planning and its methods.</p> <p><b>CO-3:</b> students will be able to examine the scope and ways of personal tax planning.</p> <p><b>CO-4:</b> students will be able to analyze insurance planning and its relevance.</p> <p><b>CO-5:</b> After studying this course, students will be able to develop insight into retirement planning and its relevance.</p>	<ol style="list-style-type: none"> <li>1. Real life case studies</li> <li>2. Group discussion</li> <li>3. Prepare tax planning for an individual</li> <li>4. Presentations</li> </ol>



## Semester 3

Course Name	Learning Outcomes	How Course Learning Outcomes Are Attained
<p><b>BCPDSC - 3.1: Business Statistics</b></p>	<p><b>CO-1:</b> Examine and interpret various descriptive properties of statistical data.</p> <p><b>CO-2:</b> Identify probability rules and concepts relating to discrete and continuous random variables to answer questions within a business context.</p> <p><b>CO-3:</b> Analyze the underlying relationship between variables and perform predictive analysis using regression models.</p> <p><b>CO-4:</b> Analyze the trends and tendencies over a period through time series analysis.</p> <p><b>CO-5:</b> Apply index numbers to real life situations.</p>	<ol style="list-style-type: none"> <li>1. Observe and apply the concepts of descriptive statistics in real life situations.</li> <li>2. Practice basic calculations in statistics using spreadsheets and try to use it for solving subject related assignments.</li> <li>3. Conduct a small primary research/survey in groups and analyze the data using statistical tools discussed in the class</li> <li>4. Conduct a statistical experiment to estimate the probability of any event occurring in future.</li> <li>5. Analyze the relationship between different factors using regression analysis.</li> <li>6. Analyze the past price movement in any equity stock using trend analysis.</li> <li>7. Construct a hypothetical index that is representative of large cap stocks listed</li> </ol>

**BCP DSC-3.2:  
Financial  
Management**

**CO-1:** Analyze the conceptual framework of financial management and get an insight into the concept of time value of money, and risk and return.

**CO-2:** Estimate cash flows for projects, and evaluate their profitability using capital budgeting techniques.

**CO- 3:** Estimate the cost of capital; and critically analyze different capital structure theories and factors affecting capital structure decision of a firm.

**CO-4:** Analyse different theories of dividend and factors affecting dividend policy.

**CO-5:** Estimate working capital requirements of a firm, and device optimum credit policy for a firm.

1. Compute risk and return of various investment alternatives using excel spreadsheet.
2. Estimate cash flows for a hypothetical Start-up. Using excel, evaluate the project's profitability by employing capital budgeting evaluation techniques.
3. Extract data from financial statements of different firms/financial databases and estimate the cost of capital using appropriate software.
4. Extract historical data and evaluate different dividend policies followed by companies of specific industries.
5. Estimate working capital requirements for any two companies belonging to different industries and compare them.

**BCP DSC 3.3 –  
Principles of  
Marketing**

**CO-1:** Discuss basic concepts of marketing, marketing philosophies and environmental conditions affecting marketing decisions of a firm.

**CO-2:** Describe the dynamics of consumer behavior and process of market selection through STP.

**CO-3:** Analyze the process of value creation through marketing decisions involving product development.

**CO-4:** Analyze the process of value creation through marketing decisions involving product pricing and its distribution.

**CO-5:** Explore marketing decisions involving product promotion, and draft promotion mix strategies.

**1.** Prepare a marketing mix for a product of your choice to be targeted to a rural market.

**2.** Select any product and analyze its segmentation strategy in comparison to its immediate competitive product

**3.** Examine the marketing strategies followed by companies to prolong the maturity stage and defer its decline.

**4.** Suggest an appropriate distribution strategy of a product of your choice.

**5.** Draft promotion mix strategy for a hypothetical e-commerce firm.

<p><b>GE- Investing in Stock Markets</b></p>	<p><b>CO-1:</b> Evaluate the investment environment as well as risk &amp; return framework.</p> <p><b>CO-2:</b> Conduct fundamental analysis to identify under-priced/overpriced securities.</p> <p><b>CO-3:</b> Conduct technical analysis to make buy and hold decisions in the stock market.</p> <p><b>CO-4:</b> Describe the functioning of Indian Stock Market.</p> <p><b>CO-5:</b> Analyze mutual funds as an investment alternative.</p>	<ol style="list-style-type: none"> <li>1. Compute risk and return of various investment alternatives using excel spreadsheet.</li> <li>2. Estimate the value of equity stocks of at least 2 listed companies by applying principles of fundamental analysis.</li> <li>3. Extract historical prices and volumes of equity stocks of any two companies. Predict their price movements using appropriate methods of technical analysis.</li> <li>4. Pick any three mutual funds and compare them on the basis of their risk parameters, portfolio holdings and historical return.</li> </ol>
<p><b>GE- General Management</b></p>	<p><b>CO-1:</b> Examine the evolution of management and its significance</p> <p><b>CO-2:</b> Comprehend and analyze applicability of managerial functions</p> <p><b>CO-3:</b> Recognize the role of decision-making in business</p> <p><b>CO-4:</b> Analyze the role of directing in management</p> <p><b>CO-5:</b> Appraise the function of controlling and contemporary issues in management</p>	<ol style="list-style-type: none"> <li>1. Assess the applicability of managerial theories in today's corporate world.</li> <li>2. Discuss the interrelationship between various managerial functions as a group discussion.</li> <li>3. Perform a role play on bounded rationality or on any other aspect of decision-making.</li> <li>4. Identify various techniques used by organisations to motivate employees.</li> <li>5. Study and make a report to assess the impact of emerging issues in management.</li> </ol>

<p><b>BCP: VAC- Financial Literacy</b></p>	<p><b>CO-1:</b> familiarity with different aspects of financial literacy such as savings, investment, taxation and insurance</p> <p><b>CO-2:</b> understanding the relevance and process of financial planning</p> <p><b>CO-3:</b> promote financial well being</p>	<ol style="list-style-type: none"> <li>1. Hands on training through excel</li> <li>2. Case study and projects discussions</li> <li>3. Real life cases of ITR filing</li> </ol>
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<p><b>BCP: SEC- Finance for Everyone</b></p>	<p><b>CO-1:</b> to understand the importance of financial literacy and the institutions providing financial services</p> <p><b>CO-2:</b> to prepare a financial plan, budget and manage personal finances</p> <p><b>CO-3:</b> to open, avail and manage services offered by banks, post offices</p> <p><b>CO-4:</b> to plan for life insurance and property insurance</p> <p><b>CO-5:</b> to choose instruments for investment in shares</p>	<ol style="list-style-type: none"> <li>1. To offer an integrated approach to the understanding of concepts and applications of financial planning through group discussion</li> <li>2. To help the students in their financial planning through real life cases.</li> </ol>
<p><b>BCP: SEC – Digital Marketing</b></p>	<p><b>CO-1:</b> to understand the importance of oral and written communication in day to day working of the organization.</p> <p><b>CO-2:</b> to develop the inter personal skills and problem-solving skills</p> <p><b>CO-3:</b> to understand the role of body language in effective communication.</p>	<ol style="list-style-type: none"> <li>1. To develop inter personal and effective communication skills through discussions</li> <li>2. To develop problem solving skills and understand its influence on behavior and attitudes of individuals through role model, projects, case studies.</li> </ol>

<p><b>BCP: SEC- Innovation and entrepreneurship</b></p>	<p><b>CO-1:</b> identify and comprehend the concepts of creativity, innovation and invention in various contexts.</p> <p><b>CO-2:</b> enrich their theoretical and conceptual foundations in entrepreneurship.</p> <p><b>CO-3:</b> gain hands-on experience that shall empower them to identify business and social opportunities and venture in the entrepreneurial landscape.</p> <p><b>CO-4:</b> prepare themselves to take informed decisions in establishing start-ups and ongoing innovation in organizations</p>	<ol style="list-style-type: none"> <li>1. Experiential learning through inquiry driven case studies</li> <li>2. Real-life case studies and projects especially projects</li> <li>3. Interactive teaching</li> <li>4. Group discussions</li> </ol>
<p><b>BCP: SEC- Personal Financial Planning</b></p>	<p><b>CO-1:</b> students will be able to understand the meaning and appreciate the relevance of financial planning.</p> <p><b>CO-2:</b> students will be able to understand the concept of investment planning and its methods.</p> <p><b>CO-3:</b> students will be able to examine the scope and ways of personal tax planning.</p> <p><b>CO-4:</b> students will be able to analyze insurance planning and its relevance.</p> <p><b>CO-5:</b> after studying this course, students will be able to develop insight into retirement planning and its relevance.</p>	<ol style="list-style-type: none"> <li>1. Real life case studies</li> <li>2. Group discussion</li> <li>3. Prepare tax planning for an individual</li> <li>4. Presentations</li> </ol>

## Semester 4

Course Name	Learning Outcomes	How Course Learning Outcomes Are Attained
<p align="center"><b>BCPDSC: 4.1 Entrepreneurship &amp; New Venture Planning</b></p>	<p><b>CO-1:</b> Describe distinct entrepreneurial traits.</p> <p><b>CO-2:</b> Recognize the process and nature of entrepreneurship.</p> <p><b>CO-3:</b> Identify the different ways in which entrepreneurs manifest in start-ups.</p> <p><b>CO-4:</b> Comprehend the entrepreneurial process for initiating new venture creation.</p> <p><b>CO-5:</b> Design strategies for the successful implementation of innovative ideas of new ventures.</p>	<ol style="list-style-type: none"> <li>1. Discuss various cases of entrepreneurship and distinguish between different entrepreneurial traits.</li> <li>2. Prepare a business plan for a start-up venture in a rural setting after analyzing the various facets of the rural economy.</li> <li>3. Analyze and present the key initiatives of the government of India for promoting entrepreneurship in the country in a business area.</li> <li>4. Analyze and interpret case study on business philosophy at Tata Group, Aditya Birla Group, Reliance Industries Limited, and similar organizations.</li> <li>5. Participate in business plan competition-designing a business plan proposal and identifying alternative sources of raising finance for the start-ups.</li> </ol>



<p align="center"><b>BCP: DSC4.2 Cost Accounting</b></p>	<p><b>CO-1:</b> Understand and analyse the different cost concepts</p> <p><b>CO-2:</b> Analyse various components of cost of production.</p> <p><b>CO-3:</b> Compute unit cost and total cost by preparing a cost statement.</p> <p><b>CO-4:</b> Compute employee cost, employee productivity and employee turnover.</p> <p><b>CO-5:</b> Determine cost for different industries using job costing, process costing, contract costing and service costing</p>	<ol style="list-style-type: none"> <li>1. Prepare a cost statement for manufacturing and/ or service organisation.</li> <li>2. Identify the items to be included and excluded in the material and labour costs.</li> <li>3. Visit a factory and analyse different elements of overhead costs.</li> <li>4. Visit industries to understand process costing and prepare a cost statement for any Process industry.</li> <li>5. Suggest a suitable cost system for different types of services organisation.</li> </ol>
<p align="center"><b>BCPDSC 4.3 – International Business</b></p>	<p><b>CO-1:</b> Analyse the process of globalization and its impact on the growth of the international business.</p> <p><b>CO-2:</b> Evaluate the changing dynamics of the diverse international business environment.</p> <p><b>CO-3:</b> Analyse the theoretical dimensions of international trade as well as intervention measures adopted.</p> <p><b>CO-4:</b> Analyse the significance of different forms of regional economic integration and the role played by various international economic organisations.</p> <p><b>CO-5:</b> Evaluate the forms of foreign direct investment and analyse the benefits and costs of FDI.</p>	<ol style="list-style-type: none"> <li>1. Demonstrate through case studies the suitability of each mode of entry in international business.</li> <li>2. Conduct a comparative analysis of countries which are different in terms of political/legal/economic/cultural environment to understand the impact of these dimensions on international business</li> <li>3. Analyse data on trade of select countries to examine if trade patterns conform to different trade theories.</li> </ol>

		<ol style="list-style-type: none"> <li>4. Conduct an in-depth study of a regional economic arrangement and evaluate its costs and benefits by applying the theoretical knowledge gained during the course</li> <li>5. Make presentations on developments in contemporary issues affecting international business such as sustainable development.</li> </ol>
<p align="center"><b>GE- Investing in Stock Markets</b></p>	<p><b>CO-1:</b> Evaluate the investment environment as well as risk &amp; return framework.</p> <p><b>CO-2:</b> Conduct fundamental analysis to identify under-priced/overpriced securities.</p> <p><b>CO-3:</b> Conduct technical analysis to make buy and hold decisions in the stock market.</p> <p><b>CO-4:</b> Describe the functioning of Indian Stock Market.</p> <p><b>CO-5:</b> Analyse mutual funds as an investment alternative.</p>	<ol style="list-style-type: none"> <li>1. Compute risk and return of various investment alternatives using excel spreadsheet.</li> <li>2. Estimate the value of equity stocks of at least 2 listed companies by applying principles of fundamental analysis.</li> <li>3. Extract historical prices and volumes of equity stocks of any two companies. Predict their price movements using appropriate methods of technical analysis.</li> <li>4. Pick any three mutual funds and compare them on the basis of their risk parameters. portfolio</li> </ol>

		holdings and historical return.
<b>GE- General Management</b>	<p><b>CO-1:</b> Examine the evolution of management and its significance</p> <p><b>CO-2:</b> Comprehend and analyse applicability of managerial functions</p> <p><b>CO-3:</b> Recognise the role of decision-making in business</p> <p><b>CO-4:</b> Analyse the role of directing in management</p> <p><b>CO-5:</b> Appraise the function of controlling and contemporary issues in management</p>	<ol style="list-style-type: none"> <li>1. Assess the applicability of managerial theories in today's corporate world.</li> <li>2. Discuss the interrelationship between various managerial functions as a group discussion.</li> <li>3. Perform a role play on bounded rationality or on any other aspect of decision-making.</li> <li>4. Identify various techniques used by organisations to motivate employees.</li> <li>5. Study and make a report to assess the impact of emerging issues in management</li> </ol>
<b>BCP: VAC- Financial Literacy</b>	<p><b>CO-1:</b> familiarity with different aspects of financial literacy such as savings, investment, taxation and insurance</p> <p><b>CO-2:</b> understanding the relevance and process of financial planning</p> <p><b>CO-3:</b> promote financial well being</p>	<ol style="list-style-type: none"> <li>1. Hands on training through excel</li> <li>2. Case study and projects discussions</li> <li>3. Real life cases of ITR filing</li> </ol>
<b>BCP: VAC- Emotional Intelligence</b>	<p><b>CO-1:</b> introduce the concept of emotional intelligence, its models and components.</p> <p><b>CO-2:</b> understand the significance of emotional intelligence in self-growth and building effective relationships</p> <p><b>CO-3:</b> identify the measures of emotional intelligence</p>	<ol style="list-style-type: none"> <li>1. Interactive teaching</li> <li>2. Real life case studies</li> <li>3. Projects and presentation on emotional intelligence.</li> </ol>

<p><b>BCP: SEC- Finance for Everyone</b></p>	<p><b>CO-1:</b> to understand the importance of financial literacy and the institutions providing financial services</p> <p><b>CO-2:</b> to prepare a financial plan, budget and manage personal finances</p> <p><b>CO-3:</b> to open, avail and manage services offered by banks, post offices</p> <p><b>CO-4:</b> to plan for life insurance and property insurance</p> <p><b>CO-5:</b> to choose instruments for investment in shares</p>	<ol style="list-style-type: none"> <li>1. To offer an integrated approach to the understanding of concepts and applications of financial planning through group discussion</li> <li>2. To help the students in their financial planning through real life cases.</li> </ol>
<p><b>BCP: SEC – Digital Marketing</b></p>	<p><b>CO-1:</b> to understand the importance of oral and written communication in day to day working of the organization.</p> <p><b>CO-2:</b> to develop the inter personal skills and problem-solving skills</p> <p><b>CO-3:</b> to understand the role of body language in effective communication.</p>	<ol style="list-style-type: none"> <li>1. To develop inter personal and effective communication skills through discussions.</li> <li>2. To develop problem solving skills and understand its influence on behavior and attitudes of individuals through role model, projects, case studies.</li> </ol>

<p><b>BCP: SEC- Innovation and entrepreneurship</b></p>	<p><b>CO-1:</b> identify and comprehend the concepts of creativity, innovation and invention in various contexts.</p> <p><b>CO-2:</b> enrich their theoretical and conceptual foundations in entrepreneurship.</p> <p><b>CO-3:</b> gain hands-on experience that shall empower them to identify business and social opportunities and venture in the entrepreneurial landscape.</p> <p><b>CO-4:</b> prepare themselves to take informed decisions in establishing start-ups and ongoing innovation in organizations.</p>	<ol style="list-style-type: none"> <li>1. Experiential learning through inquiry driven case studies</li> <li>2. Real-life case studies and projects especially projects</li> <li>3. Interactive teaching</li> <li>4. Group discussions</li> </ol>
<p><b>BCP: SEC- Personal Financial Planning</b></p>	<p><b>CO-1:</b> students will be able to understand the meaning and appreciate the relevance of financial planning.</p> <p><b>CO-2:</b> students will be able to understand the concept of investment planning and its methods.</p> <p><b>CO-3:</b> students will be able to examine the scope and ways of personal tax planning.</p> <p><b>CO-4:</b> students will be able to analyse insurance planning and its relevance.</p> <p><b>CO-5:</b> after studying this course, students will be able to develop insight into retirement planning and its relevance.</p>	<ol style="list-style-type: none"> <li>1. Real life case studies</li> <li>2. Group discussion</li> <li>3. Prepare tax planning for an individual</li> <li>4. Presentations</li> </ol>

## Semester 5

Course Name	Learning Outcomes	How Course Learning Outcomes Are Attained
<p><b>BC 5.1 (A) : Human Resource Management</b></p>	<p><b>CO-1:</b> understand the concept of HRM and its role in effective business administration.</p> <p><b>CO-2:</b> understand the role of recruitment and select relation to organisation's business and HRM objectives.</p> <p><b>CO-3:</b> explain the importance of performance management system in enhancing employee performance.</p> <p><b>CO-4:</b> design compensation schemes that are cost effective, increase productivity of the workforce, and comply with the legal framework.</p> <p><b>CO-5:</b> recognize emerging horizons of HRM and also enduring international HRM, e-HRM, HRIS.</p>	<ol style="list-style-type: none"> <li>1. The students understand various companies HRM departments and performance management system by classroom teaching.</li> <li>2. The students know the recent trends in HRM by means of PPTs.</li> <li>3. The students discussed about the challenges of HRM and how they can be overcome by means of group discussions.</li> </ol>
<p><b>BC 5.1 (B): Principles of Marketing</b></p>	<p><b>CO-1:</b> develop understanding of basic concepts of marketing, marketing philosophies and environmental conditions effecting marketing decisions of a firm.</p> <p><b>CO-2:</b> understand the dynamics of consumer behavior and process of market selection through STP stages.</p> <p><b>CO-3:</b> learn about marketing decisions related to product produced by a firm.</p> <p><b>CO-4:</b> learn about marketing decisions involving product pricing and its distribution.</p> <p><b>CO-5:</b> learn marketing decisions involving product promotion.</p>	<ol style="list-style-type: none"> <li>1. The students acquired the knowledge of marketing by classroom teaching.</li> <li>2. The students get in-depth understanding about consumer behavior by way of assignments.</li> <li>3. The students examined marketing decisions by real scenario examples.</li> </ol>

<p align="center"><b>BC 5.1 (c) : Auditing and Corporate Governance</b></p>	<p><b>CO-1:</b> differentiate between different aspects of auditing especially for internal check, internal control and for overall corporate governance.</p> <p><b>CO-2:</b> understand the concept of corporate governance in organizations and its essence for management.</p> <p><b>CO-3:</b> provide and assimilate information leading to failure of organization and corporate scams.</p> <p><b>CO-4:</b> comprehend the governance framework for an organization provided by different regulatory bodies in India and Abroad.</p> <p><b>CO-5:</b> recognise the essence of ethics in business.</p>	<ol style="list-style-type: none"> <li>1. The students understand the concept of auditing and corporate governance by way of classroom lectures.</li> <li>2. The students examine various corporate scams by doing assignments.</li> <li>3. The students are encouraged to analyze the business ethics.</li> </ol>
<p align="center"><b>BC 5.2 (a): Fundamentals of Financial Management</b></p>	<p><b>CO-1:</b> explain the nature, scope and objective of financial management, along with time value of money, Risk &amp; Return.</p> <p><b>CO-2:</b> analyze Capital Budgeting Process and Techniques including NPV, IRR and Profitability Index.</p> <p><b>CO-3:</b> examine various Capital structure theories and estimating cost of capital.</p> <p><b>CO-4:</b> critically examine basic theories and policies of Dividend.</p> <p><b>CO-5:</b> estimate working capital along with an overview of cash receivables and inventory management.</p>	<ol style="list-style-type: none"> <li>1. The students know the concept financial management by means of classroom teaching.</li> <li>2. The students analyse the various Capital Budgeting Process and Techniques by way of practical questions.</li> <li>3. The students examine the cash receivables and inventory management by doing practical questions.</li> </ol>

<p align="center"><b>BC 5.3 (b): Advertising</b></p>	<p><b>CO-1:</b> understand the communication objectives behind advertising and promotions.</p> <p><b>CO-2:</b> recognize the various types of advertising and media elements.</p> <p><b>CO-3:</b> identify the ethical and legal uses of advertising.</p> <p><b>CO-4:</b> comprehend the nature and role of advertising agencies.</p> <p><b>CO-5:</b> familiarize with the process of media planning &amp; decision making.</p>	<ol style="list-style-type: none"> <li>1. The students get comprehensive knowledge of advertising by classroom teaching.</li> <li>2. The students examined the issues of advertising by doing class assignments.</li> <li>3. The students are able to know the media planning by case studies.</li> </ol>
<p align="center"><b>BC 5.4: Principles of Microeconomics</b></p>	<p><b>CO-1:</b> The course introduces the students to the first course in Economics from the perspective of individual decision making as consumers and producers.</p> <p><b>CO-2:</b> The students learn some basic principles of microeconomics, interactions of supply and demand and characteristics of perfect and imperfect markets.</p>	<ol style="list-style-type: none"> <li>1. The students understand basic concepts of economics that are extremely associated to real life situations.</li> <li>2. The students are able to connect things to the practical world as they undertake projects and assignments on the same.</li> </ol>



## Semester 6

Course Name	Learning Outcomes	How Course Learning Outcomes Are Attained
<p style="text-align: center;"><b>BC 6.1 (c): Management Accounting</b></p>	<p><b>CO-1:</b> understand thoroughly the conceptual framework of Management Accounting; different forms of accounting—Financial, Cost and Managerial; types of costs for decision making and cost control; cost control and cost reduction.</p> <p><b>CO-2:</b> understand the concept of marginal cost and marginal costing; preparation of income statements using absorption and variable costing; learning of cost-volume-profit analysis and break-even analysis using mathematical and graphical approaches; and their application in businesses.</p> <p><b>CO-3:</b> understand the concept of irrelevant cost and make decisions related to different business situations using marginal costing and differential costing techniques.</p> <p><b>CO-4:</b> understand preparation of various types of budgets and budgetary control system as a tool of managerial planning and control; Ability to understand standard costing system as a tool of managerial control; calculation of variances in respect of each element of cost and sales; control ratios.</p> <p><b>CO-5:</b> have basic understanding of Techniques of performance measurement such as Responsibility Accounting, Divisional Performance Measurement and Transfer Pricing.</p>	<ol style="list-style-type: none"> <li><b>1.</b> By giving the full understanding of Management Accounting with the help of group discussion.</li> <li><b>2.</b> By making them able to prepare income statements and understand cost-volume-profit analysis and break-even analysis by using mathematical and graphical approaches.</li> <li><b>3.</b> By giving them different projects and assignments related to the topic.</li> </ol>

<p align="center"><b>BC 6.2 (b): Fundamentals of Investment</b></p>	<p><b>CO-1:</b> acquaint with the Investment Environment and concept of Return &amp; Risk.</p> <p><b>CO-2:</b> develop the understanding of Bond valuation &amp; role of Credit Rating agencies.</p> <p><b>CO-3:</b> understand the methods of Equity analysis approaches.</p> <p><b>CO-4:</b> analyze two securities portfolio using Harry Markowitz model and CAPM, Mutual Funds and Financial derivatives.</p> <p><b>CO-5:</b> examine investors' Protection framework.</p>	<ol style="list-style-type: none"> <li>1. By explaining Investment Environment and Risk associated in this.</li> <li>2. By making them clear about role of Credit Rating agencies.</li> <li>3. By giving assignments on securities portfolio and Financial derivatives.</li> </ol>
<p align="center"><b>BC 6.3 (a): Personal Selling and Salesmanship</b></p>	<p><b>CO-1:</b> comprehend the importance and role of personal selling.</p> <p><b>CO-2:</b> identify with the process of personal selling.</p> <p><b>CO-3:</b> analyse the effectiveness of personal selling.</p> <p><b>CO-4:</b> comprehend the concept of salesmanship.</p> <p><b>CO-5:</b> acquaint with the essential qualities required for sales manship.</p>	<ol style="list-style-type: none"> <li>1. By giving them knowledge of personal selling.</li> <li>2. By providing various projects on personal selling and salesmanship.</li> <li>3. By making them familiar with topic through real life examples.</li> </ol>
<p align="center"><b>B C 6.4 (A) Principles of Macroeconomics</b></p>	<p><b>CO-1:</b> This course will allow students to understand the basic functioning of the macro economy.</p>	<ol style="list-style-type: none"> <li>1. By encouraging the discussion about the macro economy.</li> <li>2. By giving different assignments and project on the same topic.</li> </ol>