

Pragnya Educational Trust's

Pragnya College of Management & Computer Studies

Handewadi Road Hadapsar, Pune – 412308

Bachelor of Business Administration (Computer Application)

BBA(CA)

(Under faculty of Commerce & Management)

Program Objectives:

- To provide sound academic base to develop an advanced career in Computer Application with various Management and Business skills.
- To produce skill oriented human resources.
- To impart practical skills among students.
- To make industry ready resources.
- To bring the spirit of entrepreneurship.
- Acquire practical skills and hands-on experience on emerging technologies like Java, Web designing, Android, Python, IoT, PHP and Data Science.
- Acquiring knowledge in basic management skills and business applications.
- Develop a sound academic base for an advanced career in Computer Applications.

Program Specific Outcome:

- Ability to correlate theory and practical knowledge in applications.
- Become employable in various public and private sectors.
- Blend analytical, logical, and managerial skills with technical aspects to resolve real world issues.
- Students learn advanced techniques used in computing



BBA(CA) SEM-I

Subject Code	Subject Name	Course Objective and Course Outcome
CA-101	Business Communication	Course Objectives: • To understand what is the role of communication in personal and business world • To understand system and communication and their utility • To develop proficiency in how to write business letters and other communications in required business Course Outcomes: • Ability to acquire basics of communication skills. • Understand the importance of communication and soft skills in IT. • Ability to improve proficiency in business letter writing and overall business ethics.
CA-102	Principles of Management	Course Objectives: • To understand basic concept regarding org. Business Administration. • To examining how various management principles. • To develop managerial skills among the students. Course Outcomes: • Gain knowledge on organizational business administration skills. • Understand knowledge of various management principles. • Gain proficiency in team work and team building.
CA-103	C Language	Course Objectives: • To understand what is the use of Programming languages. • To understand basic concepts of c Language • To develop C programs to solve Mathematical and engineering problems on windows system using turbo c. Course Outcomes: • Ability to improve logical thinking through practical knowledge of C Programming. • Able to develop logic for writing programs using Control Structures, Arrays, and Functions. • Able to develop small real-life applications using C.
CA-104	Database Management System	Course Objectives: • To describe the different file format in database systems. • To design ER diagrams, DFD's and database tables • To obtain the basic knowledge of Database Management Systems. • To implement database system for small software projects. Course Outcomes: • Able to gain knowledge of creation, manipulation and querying of data in databases. • Able to normalize the database design. • Able to develop an E-R model based on user requirements.



CA-105	Statistics	Course Objectives: • To understand role and importance of statistics in various business situations • To develop skills related with basic statistical technique • Develop right understanding regarding regression, correlation and data interpretation Course Outcomes: • Acquire knowledge of the role and importance of statistics in various business situations. • Gain knowledge related to basic statistical techniques. • Develop the right understanding regarding regression, correlation and data interpretation.
CA-106	Computer Laboratory Based on 103 & 104	Course Objectives: • To learn the concepts of C language. • To learn the SQL Course Outcomes: • Ability to develop and implement computer programs using C Language. • Able to create and manipulate databases using SQL. • Understand how to write, debug and execute simple programs in C.
107	Add-On (PPA) (30 Hours)	Course Objectives: • To learn how to represent problem using Algorithm. • To learn how to represent problem using flowchart Course Outcomes: • Improve the ability of students in analytical and logical thinking. • Students will be able to apply a systematic way of solving a specific problem using tools such as algorithms and flowcharts. • Explore algorithmic approaches to problem-solving.



BBA(CA) SEM-II

Subject Code	Subject Name	Course Objective and Course Outcome
CA-201	Organization Behavior & Human Resource Management	Course Objectives: - To understand basic concept of HRM & OB - To make aware students about traditional & modern methods of procurement & development in organization. - To know the major trends in HRM & OB Course Outcomes: - Ability to develop strategies for organizational change and development. - Able to make aware students of traditional & modern methods of procurement & development in the organization. - Able to explore the major trends in HRM & OB.
CA-202	Financial Accounting	Course Objectives: - To develop right understanding regarding role and importance of monetary and financial transactions in business - To cultivate right approach towards classifications of different transactions and their implications - To develop proficiency preparation of basic financial as to how to write basis accounting statement - Trading and P&L. Course Outcomes: - Ability to develop skills for basic accounting. - The course will impart knowledge on transaction management and record-keeping. - Cultivate the right approach towards classifications of different transactions and their implications. - Develop proficiency in the preparation of basic financial and accounting statements.
CA-203	Business Mathematics	Course Objectives: - To understand role and importance of Mathematics in various business situations and while developing softwares. - To develop skills related with basic mathematical technique Course Outcomes: - Ability to analyze and interpret mathematical results. - To understand the role and importance of Mathematics in various business situations and while developing software.
CA-204	Relational database	Course Objectives: - Enables students to understand relational database concepts and transaction management concepts in database system. - Enables student to write PL/SQL programs that use: procedure, function, package, cursor and trigger. Course Outcomes: - Able to acquire a good formal foundation on the relational model of data and usage of Relational Databases. - Able to use advanced database Programming concepts. - Enables the student to write PL/SQL programs that use procedure, function, package, cursor and trigger.



CA-205	Web Technology HTML-JS-CSS	Course Objectives: • To know & understand concepts of internet programming. • To understand how to develop web based applications using JavaScript. Course Outcomes: • Ability to design more attractive Web pages using CSS. • Ability to develop interactive websites using JavaScript. • Understand how to develop web-based applications using JavaScript.
CA-206	Computer Laboratory Based on 204 & 205	Course Objectives: • To learn the RDBMS concept like function, procedure, cursor, trigger • To learn how to develop interactive web pages using HTML, CSS and JavaScript Course Outcomes: • Able to manage relational databases using SQL. • Ability to write simple and nested queries using SQL. • Ability to write PL/SQL programs that uses procedure, function, package, cursor, and trigger. • Ability to design web pages using HTML, CSS and Javascript
207	Add-On (Advance C)	Course Objectives: • To learn advance concepts of C Language. • To learn graphics Programming. Course Outcomes: • Develop modular programs using Functions, structures and pointers. • Ability to develop mini projects using C. • Able to use advanced concepts of C for writing C programs.



BBA(CA) SEM-III

Subject Code	Subject Name	Course Objective and Course Outcome
CA-301	Digital Marketing	Course Objectives: • The aim of this syllabus is to give knowledge about using digital marketing in and as business. • To make SWOT analysis, SEO optimization and use of various digital marketing tools. Course Outcomes: • Familiarity with working of E-Commerce and understand B-B, C-B, C-C relationship. • Able to understand the basics of SEO (Search Engine Optimization) and better understanding between Digital and Real Marketing. • Understanding of Digital Marketing types and gaining practical knowledge of its usage through the Internet, Social Media and Mobile, Email. • Designing effective content for digital marketing using various Digital Marketing tools. • Developing an effective marketing strategy using CRM.
CA-302	Data Structure	Course Objectives: • To understand the concepts of ADTs • To learn linear data structures – lists, stacks, and queues • To understand sorting, searching and hashing algorithms • To apply Tree and Graph structures Course Outcomes: • Able to understand the concepts of ADTs. • Develop skills in the implementation and application of different types of data structures. • To understand basic algorithms related to sorting, searching and hashing. • To understand the concept of different memory allocation techniques. • Apply algorithm and data structure in various real-life software problems.
CA-303	Software Engineering	Course Objectives: • To understand System concepts. • To understand Software Engineering concepts. • To understand the applications of Software Engineering concepts and Design in Software development Course Outcomes: • Able to understand concepts of Systems and their types. • Able to understand software engineering concepts and their applications. • Develop the ability to gain knowledge of the SDLC process. • Ability to understand the concept of Re-Engineering and Reverse Engineering. • Knowledge of different types of software development models such as waterfall, spiral, and prototyping. • Understand the concept of testing and its types.



CA-304	PHP	Course Objectives: • Understand how server-side programming works on the web. • Using PHP built-in functions and creating custom functions • Understanding POST and GET in form submission. • How to receive and process form submission data. • Read and process data in a MySQL database. Course Outcomes: • Ability to develop interactive data-driven dynamic websites. • Understand how server-side programming works on the web. • To understand Session and Cookie concept. • To implement database connectivity.
CA-305	Big data	Course Objectives: • To enable learners to develop expert knowledge and analytical skills in current and developing areas of analysis statistics, and machine learning • To enable the learner to identify, develop and apply detailed analytical, creative, problem solving skills. • Provide the learner with a comprehensive platform for career development, innovation and further study. Course Outcomes: • Able to understand the basic techniques such as R programming that form the foundations of Big Data. • Ability to acquire knowledge in specialized aspects of big data including big data applications and big data analytics. • To understand the building blocks of Big Data and specialized aspects of big data with the help of different big data applications. • Explore the area of specialization in Data Science and be able to represent the analytical aspects of Big Data. • Able to summarize data using exploratory data analysis and visualization using graphs.
CA-306	Computer Laboratory Based on 302, 304 and 305	Course Objectives: • To learn how to implements different data structures. • To learn the concept of PHP. • To learn R Programming Course Outcomes: • Develop skills in the implementation and application of different types of data structures. • Able to design small projects using PHP and MYSQL
307	Environment Awareness	Course Objectives: • To provide an opportunities to acquire the knowledge, values, attitudes, commitment, and skills needed to protect and improve the environment • To develop conscious towards a cleaner and better managed environment • To create awareness about environmental problems among people Course Outcomes: • Able to understand the environmental problems • Able to understand side effects of the environmental problems



BBA(CA) SEM-IV

Subject Code	Subject Name	Course Objective and Course Outcome
CA-401	Networking	Course Objectives: - To gain knowledge about Computer Networks concepts. - To know about working of networking models, addresses, transmission medias and connectivity devices. - To acquire information about network security and cryptography. Course Outcomes: - Obtain knowledge about Computer Network concepts. - Gain Knowledge about working of networking models, addresses, transmission media and Connectivity devices. - To acquire information about network security and cryptography.
CA-402	Object Oriented Concepts Through CPP	Course Objectives: - Acquire an understanding of basic object-oriented concepts and the issues involved in effective class design. - Enable students to write programs using C++ features like operator overloading, constructor and destructor, inheritance, polymorphism and exception handling. Course Outcomes: - Acquire an understanding of basic object-oriented concepts and the issues involved in effective class design. - Develop programming skills using C++ features. - Able to use various object-oriented concepts used to solve real-life problems. - Implement different concepts of file handling and exception handling.
CA-403	Operating System	Course Objectives: - To know the services provided by Operating System - To know the scheduling concept - To understand design issues related to memory management and various related algorithms. - To understand design issues related to File management and various related algorithms Course Outcomes: - Understand fundamental operating system abstraction such as process, semaphore, threads etc. - To know the services provided by Operating System. - Analyze process scheduling, CPU Scheduling, and memory management algorithms. - To understand design issues related to file management and various related algorithms.
CA-404	Advance PHP	Course Objectives: - To know & understand concepts of internet programming. - Understand how server-side programming works on the web. - Understanding How to use PHP Framework (Joomla / Druple) Course Outcomes: - Understand concepts of internet programming. - Understand how server-side programming works on the web. - Able to understand how to use PHP Frameworks like (Joomla / Drupal)



CA-405	Project	Course Objectives: • To learn how to represent real life problems using programming languages. • To learn the Software Development life Cycle • To learn the different types of Testing Course Outcomes: • Acquire Project development and management skills. • Able to implement design and coding techniques. • Students will be able to apply test cases and testing techniques in the project.
CA-406	Computer Laboratory Based on 402,404	Course Objectives: • To understand basic object-oriented concepts. • To learn advanced concepts of PHP Course Outcomes: • Able to use various object-oriented concepts used to solve real-life problems. • Able to develop application using advance concepts of PHP.
407	ADD-On (J-Query)	Course Objectives: • To get hands-on experience on JavaScript and jQuery • To learn how to download the jQuery library refer to the Html page. Course Outcomes: • Gain knowledge on how to work with binding events in JavaScript. • Learn selecting, traversing the Html elements by name, attribute name, id, or by content. • Understand how to provide effects to the elements or sections in the Html page. • Learn manipulating elements by adding CSS classes dynamically.



BBA(CA) SEM-V

Subject Code	Subject Name	Course Objective and Course Outcome
CA-501	Cyber Security	Course Objectives: - To understand the fundamentals of cyber security. - To understand various categories of Cybercrime, Cyber-attacks on mobile, tools and techniques used in Cybercrime and case studies. - To have an overview of the Cyber laws and concepts of Cyber forensics. Course Outcomes: - Have a good understanding of Cyber Security and the Tools. - Identify the different types of Cyber Crimes. - Have a good understanding of Cyber laws - To develop Cyber forensics awareness. - Identify attacks, security policies and credit card frauds in mobile and Wireless Computing Era.
CA-502	OOSE	Course Objectives: - To understand the fundamentals of object modeling - To understand and differentiate Unified Process from other approaches. - To design with static UML diagrams. - To design with the UML dynamic and implementation diagrams. - To improve the software design with design patterns. - To test the software against its requirements specification. Course Outcomes: - Students will be able to give Design Specifications for Project. - Students will acquire Knowledge in Basic Modeling. - Students will acquire Project Management Skills.
CA-503	Core Java	Course Objectives: - To introduce the object oriented programming concepts. - To understand object oriented programming concepts, and apply them in solving problems. - To introduce the principles of inheritance and polymorphism and demonstrate how they relate to the design of abstract classes - To introduce the implementation of packages and interfaces. - To introduce the concepts of exception handling and multithreading. - To introduce the design of Graphical User Interface using applets and swing controls. Course Outcomes: - Able to solve real world problems using OOP techniques. - Able to understand the use of abstract classes. - Able to solve problems using java collection framework and I/o classes. - Able to develop multithreaded applications with synchronization. - Able to develop applets for web applications. - Able to design GUI based applications.



CA-504	Python	Course Objectives: • To learn and understand Python programming basics and paradigm. • To learn and understand python looping, control statements and string manipulations. • Students should be made familiar with the concepts of GUI controls and designing GUI applications. • To learn and know the concepts of file handling, exception handling. Course Outcomes: On completion of the course, student will be able • Define and demonstrate the use of built-in data structures "lists" and "dictionary". • Design and implement a program to solve a real world problem. • Design and implement GUI application and how to handle exceptions and files.
CA-505	Project	Course Objectives: • To learn how to represent real life problems using programming languages. • To learn the Software Development life Cycle • To learn the different types of Testing Course Outcomes: • Understand problem identification, formulation and solution. • Understand project characteristics and various stages of project development. • Design solutions to complex problems. • Gain a sound technical knowledge of selected project development platforms. • Develop and enhance coding skills.
CA-506	Computer Laboratory Based on 503 and 504	Course Objectives: • To learn JAVA Programming • To learn Python Programming Course Outcomes: • Define and demonstrate the use of GUI Programming concepts. • Design and implement a program to solve a real-world problem. • Design and implement classes and methods. • Implementation of exception handling using packages. • Define and demonstrate web-based applet applications.
507	Add on Course-IOT	Course Objectives: • To understand Technical aspects of Internet of things. • To describe smart objects and IoT Architecture. • To study and compare different Application protocols of IoT. • To understand IoT platform using Arduino Uno. Course Outcomes: On completion of the course Students will be able • To explain key technologies, smart objects, IoT Architecture and security in Internet of Things. • To illustrate the role of IoT protocols for efficient network communication. • To understand IoT platform such as Arduino Uno.



BBA(CA) SEM-VI

Subject Code	Subject Name	Course Objective and Course Outcome
CA-601	Recent Trends in Information Technology	Course Objectives: - To introduce upcoming trends in Information technology. - To study Eco friendly software development concepts. - To provide a strong foundation of fundamental concepts in Artificial Intelligence. - To evaluate the performance of various data mining task. - To understand Data analytics using Spark Programming. Course Outcomes: - On completion of the course, student will be able - To discuss the basic concepts AI. - To apply basic, intermediate and advanced techniques to mine the data. - To provide an overview of the concept of Spark programming.
CA-602	Software Testing	Course Objectives: - To provide learner with knowledge in Software Testing techniques. - To understand how testing methods can be used as an effective tool in providing quality assurance for software. - To provide skills to design test case plan for testing software. Course Outcomes: - Students will be introduced to testing tools. - Students will acquire Knowledge of Basic SQA. - Students will be able to design basic Test Cases.
CA-603	Advanced Java	Course Objectives: - To know the concept of Java Programming. - To understand how to use programming in day to day applications. - To develop programming logic. Course Outcomes: - Students will know the concepts of JDBC Programming. - Students will know the concepts of Multithreading and Socket Programming. - Students will know the concepts of Spring and Hibernate. - Students will develop the project by using JSP and JDBC. - Students will develop applications in Spring and hibernate.
CA-604	Android Programming	Course Objectives: - To understand the Android Operating System and develop applications using Google's Android open source platform. - To understand the issues relating to Wireless applications. Course Outcomes: - Student will be able to write simple GUI applications, use built-in widgets and components, work with the database to store data locally, and much more. - Demonstrate their understanding of the fundamentals of Android operating systems Demonstrate their skills of using Android software development tools



CA-605	Project	Course Objectives: • To learn how to represent real life problems using programming languages. • To learn the Software Development life Cycle • To learn the different types of Testing Course Outcomes: • Understand problem identification, formulation and solution. • Understand project characteristics and various stages of project development. • Design solutions to complex problems. • Gain a sound technical knowledge of selected project development platforms. • Develop and enhance coding skills.
CA-606	Computer Laboratory Based on 603 and 604	Course Objectives: • To learn the advanced concepts of JAVA programming • To learn Android programming Course Outcomes: • Ability to develop different types of chatting applications by using Socket programming. • Able to develop and design different types of websites. • Able to develop the project by using spring and Hibernate. • To Understand Applications of widgets and components.
607	Add on Course-Soft Skills Training	Course Objectives: • It helps participants to communicate effectively and to carry themselves confidently. • They also learn how to identify and overcome the barriers in interpersonal relationships. • To improve oral and written communication, teamwork, leadership, problem-solving and decision making skills, to gain best results. • This course is useful for landing a great job, building a career and also finding employment as soft skills trainers. Course Outcomes: • Understand the significance and essence of a wide range of soft skills • Learn how to apply soft skills in a wide range of routine social and professional settings. • Learn how to employ soft skills to improve interpersonal relationships. • Learn how to employ soft skills to enhance employability and ensure workplace and career success.



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BCOM SEM-I		
Subject Code	Subject Name	Course Outcome
111	Compulsory English- I	Course Objectives : Course Outcomes :
112	Financial Accounting- I	Course Objectives: 1. To impart knowledge of basic accounting concepts. 2. To create awareness about application of these concepts in the business world. 3. To impart skills regarding Computerized Accounting. 4. To impart knowledge regarding finalization of accounts of various establishments. Course Outcomes
113	Business Economics (Micro) - I	Course Objectives : 1. To impart knowledge of business economics. 2. To clarify micro economic concepts. 3. To analyze and interpret charts and graphs. 4. To understand basic theories, concepts of micro economics and their application. Course Outcomes :
114(A)	Business Mathematics & Statistics- I	Course Objectives : 1. To introduce the basic concepts in Finance and Business Mathematics and Statistics. 2. To familiar the students with applications of Statistics and Mathematics in Business. 3. To acquaint students with some basic concepts in Statistics. 4. To learn some elementary statistical methods for analysis of data. 5. The main outcome of this course is that the students are able to analyze the data by using some elementary statistical methods. Course Outcomes :
114(B)	Computer Concepts and Application - I	Course Objectives : 1. To make the students familiar with Computer environment. 2. To make the students familiar with the basics of Operating System and business communication tools. 3. To make the students familiar with basics of Network, Internet and related concepts. 4. To make awareness among students about applications of the Internet in Commerce. 5. To enable make awareness among students about e-commerce



		and M commerce.
115B	Banking & Finance- I	Course Objectives : 1. To provide knowledge of the fundamentals of Banking. 2. To create awareness about various banking concepts. 3. To conceptualize banking operations. Course Outcomes :
116C	Marketing and Salesmanship- I	Course Objectives : 1. To introduce the basic concepts in Marketing. 2. To give the insight of the basic knowledge of Market Segmentation and Marketing Mix. 3. To impart knowledge on Product and Price Mix. 4. To establish a link between commerce, business and marketing. 5. To understand the segmentation of markets and Marketing Mix. 6. To enable students to apply this knowledge in practicality by enhancing their skills in the field of Marketing. Course Outcomes :
117	Additional English- I	Course Objectives : 1. Course Outcomes :
VA1	Computerized Accounting	Course Objectives : 1. Course Outcomes :



BCOM SEM-II

Subject Code	Subject Name	Course Outcome
121	Compulsory English- II	Course Objectives : 1. Course Outcomes :
122	Financial Accounting- II	Course Objectives : 1. This course is intended to introduce the basic theory, concepts and practice of financial accounting. 2. To enable students to understand information contained in the published financial statements of companies and other organizations. 3. It includes the preparation of accounting statements, but their uses and limitations will also be emphasized. Course Outcomes :
123	Business Economics (Micro) - II	Course Objectives : 1. To understand the basic concepts of micro economics. 2. To understand the tools and theories of economics for solving the problem of decision making by consumers and producers. 3. To understand the problem of scarcity and choices. Course Outcomes :
124(A)	Business Mathematics & Statistics- II	Course Objectives : Course Outcomes :
124(B)	Computer Concepts and Application - II	Course Objectives : Course Outcomes :
125B	Banking & Finance- II	Course Objectives : 1. To develop the working capability of students in banking sector. 2. To Make the Students aware of Banking Business and practices. 3. To enlighten the students regarding the new concepts introduced in the banking system. Course Outcomes :
126C	Marketing and Salesmanship- II	Course Objectives : 1. To introduce the concept of Salesmanship. 2. To give insight about various techniques required for the salesman.



		3. To inculcate the importance of Rural Marketing. 4. To acquaint the students with recent trends in marketing and social media marketing. Course Outcomes :
127	Additional English- II	Course Objectives : Course Outcomes :
VA2	Employability Skills & Enhancement Programme	

BCOM SEM-III		
Subject Code	Subject Name	Course Outcome



231	Business Communication -I	Course Objectives : 1. To understand the concept, process and importance of communication. 2. To acquire and develop good communication skills requisite for business correspondence. 3. To develop awareness regarding new trends in business communication. 4. To provide knowledge of various media of communication. 5. To develop business communication skills through the application and exercises. Course Outcomes :
232	Corporate Accounting -I	Course Objectives : 1. To acquaint the student with knowledge about various Concepts , Objectives and applicability of some important accounting standards associated with corporate accounting. 2. To develop understanding among the students on the difference between commencement and incorporation of a company and the accounting treatment for transactions during the two phases. 3. To update the students with knowledge for preparation of final accounts of a company as per Schedule III of the Companies Act 2013 4. To empower students with skills to interpret the financial statements in a simple and summarized manner for an effective decision making process. 5. To acquaint the student with knowledge about various Concepts , Objectives and applicability of some important accounting standards associated with corporate accounting. 6. To develop understanding among the students on the difference between commencement and incorporation of a company and the accounting treatment for transactions during the two phases. 7. To update the students with knowledge for preparation of final accounts of a company as per Schedule III of the Companies Act 2013. 8. To empower students with skills to interpret the financial statements in a simple and summarized manner for an effective decision making process. Course Outcomes :
233	Business Economics (Macro) - I	Course Objectives : 1. To familiarize the students to the basic theories and concepts of Macro Economics and their application. 2. To study the relationship amongst broad aggregates.



		3. To impart knowledge of business economics 4. To understand macroeconomic concepts. 5. To introduce the various concepts of National Income. Course Outcomes :
234	Business Management - I	Course Objectives : 1. To provide basic knowledge and understanding about various concepts of Business Management. 2. To help the students to develop cognizance of the importance of management principles. 3. To provide an understanding about various functions of management. 4. To provide them tools and techniques to be used in the performance of the managerial job. Course Outcomes :
235	Elements Of Company Law- I	Course Objectives : Course Outcomes :
236B	Banking and Finance-I	Course Objectives : 1. To provide knowledge about the Indian Banking System. 2. To create awareness about the role of banking in economic development. 3. To provide the knowledge about working of Central Banking in India. 4. To know the functioning of private and public sector banking in India. Course Outcomes :
236E	Cost and Works Accounting -I	Course Objectives : 1. To prepare learners to know and understand the basic concepts of cost. 2. To understand the elements of cost. 3. To enable students to prepare a cost sheet. 4. To facilitate the learners to understand, develop and apply the techniques of inventory control. Course Outcomes :



BCOM SEM-IV

Subject Code	Subject Name	Course Outcome
241	Business Communication -II	Course Objectives : 1. To understand the concept, process and importance of communication. 2. To acquire and develop good communication skills requisite for business correspondence. 3. To develop awareness regarding new trends in business communication. 4. To provide knowledge of various media of communication. 5. To develop business communication skills through the application and exercises.



		Course Outcomes :
242	Corporate Accounting -II	Course Objectives: 1. To acquaint the student with knowledge of corporate policies of investment for expansion and growth through purchase of stake in or absorption of smaller units. 2. To develop the knowledge among the student about consolidation of financial statement with the process of holding. 3. To update the students with knowledge of the process of liquidation of a company 4. To introduce the students with the recent trends in the field of accountancy Course Outcomes
243	Business Economics (Macro) - II	Course Objectives : 1. To familiarize the students to the basic theories and concepts of Macro Economics and their application. 2. To understand the theories of money. 3. To understand the phases of trade cycle and policy measures to elongate the trade cycle. 4. To understand various concepts related to public finance. 5. To understand credit creation of banks and money measures of RBI. Course Outcomes :
244	Business Management - II	Course Objectives : 1. Course Outcomes :
245	Elements Of Company Law- II	Course Objectives : 1. Course Outcomes :
246B	Banking and Finance-II	Course Objectives : 1. To provide the knowledge of Cooperative Banking in India 2. To analyze the functioning of Development Banking 3. To create the awareness about Banking Sector Reforms. Course Outcomes :
246E	Cost and Works Accounting -II	Course Objectives : 1. To know the documents that are used in stores and how to calculate the issuing price of material. 2. To provide knowledge to students on classification and codification.



		3. To equip students with knowledge regarding the ascertainment of labour cost. 4. To understand the concept of payroll. 5. To know the concepts of labour turnover and merit rating. 6. To understand recent trends in cost accounting. Course Outcomes :
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DEPARTMENT OF COMMERCE

Bachelor of Business Administration - (BBA)

Goals: 1. The department strives hard to inculcate its core values which are good thought, good words and good deeds in the students overall personality to live by these values.

2. Every efforts are made to encourage every student in his or her formative years to take an active part in all activities that help to build up their character and knowledge.

Programme Outcomes:

BBA (REG.) Programme Outcomes

PO1: Understand basic Management concepts and theories as they are applicable in various Business scenarios

PO2: Develop analytical skills to understand the problem correctly and develop solutions

PO3: Awareness of law and legislation related to business and their implementations.

PO4: Understand the Business environment through knowledge of Economics, Business Demography, International Business and Financial Services

PO5: Develop entrepreneurship through knowledge of idea generation, business planning, activity, product development awareness of intellectual property rights and media

PO6: Ability to effectively communicate in oral and written form.

PO7: Ability to use conceptual skills in day to day life.

PO8: To collect total information and then take decision accordingly

PO9: Analyze the tools and techniques of data

PO10: Understand the nature and type of customer and consumer

Programme specific Outcomes

PSO1: Application of management Techniques

PSO2: Understand the types of business Communication and Business Letters

PSO3: To know the business and its application

PSO4: Using the primary and secondary data for Business development



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BBA SEM-I& II		
Subject Code	Subject Name	Course Outcome
101	Principles of Management	Course Objectives : ☐ To understand basic concept regarding org. Business Administration ☐ To examining how various management principles ☐ To develop managerial skills among the students Course Outcomes : ☐ To develop managerial effectiveness through managerial thinking Knowledge of effective Learning about the management philosophy over the period of time. ☐ How to plan and organize an activity and motivate the group ☐ To develop understanding regarding new systems of management.
102	Business Communication Skills	Course Objectives : ☐ To understand what is the role of communication in personal and business world ☐ To understand system and communication and their utility ☐ To develop proficiency in how to write business letters and other communications required in business Course Outcomes ☐ Ability to understand implication of effective communication. ☐ To develop an appropriate understanding role and utility of written communication in life. ☐ To develop proficiency for different purposes for different organizations ☐ To develop proficiency in effective uses of various media of communication ☐ To communicate interact effectively by using different forms of social media
103	Business Accounting	Course Objectives : - To develop right understanding regarding role and importance of monetary and financial transactions in business - To cultivate right approach towards classifications of different transactions and their implications - To develop proficiency preparation of basic financial as to how



		to write basis accounting statement - Trading and P&L To Course Outcomes Understand role and importance of accounting in Business and how accounting concept can be implemented in business and Computation ability in business ability to distinguish between various accounting concepts and practices CO 2- To understand how to record different financials and their financial implications and ability to write different accounting transactions and prepare basic financial statements. CO 3 - To understand the kind of accounting relationship between customer and bank ability to write a necessary set of entries in books of accounts and in cash books and compare them with bank statements to understand their implications and effect.CO 4-Ability to understand growing importance of software and to know how to use software and to write books of accounts and ability to use software like tally for writing of accounts
104	Business Economics	Course Objectives : 1. To understand role of economics as it influences society and business 2. To study how different decisions are taken in relation to price demand and supply 3. To develop right understanding regarding Monopoly, perfect competition, revenue Etc Course Outcomes To understand different facets of economics and importance of prudent thinking To understand variation in demand and supply. How it affects the different economic situations and various factors of production To understand how the revenue is calculated for different situations and factors determined revenue. 2. To know the system of determination and factors consider in cost determination To understand how pricing determination is affected by different market players and forces and its impact on market and society
105	Business mathematics	Course Objectives : To develop appropriate understanding as how to use mathematic like computation interest, profit etc To cultivate right understanding regaining numerical aptitude To develop logical approach towards analytical approach data Course Outcomes :1 Ability to understand the concepts of number system, fraction, indices, ratio proportion and percentage and their use in commercial activities. CO2: Student's able to understand how to solve the problems of time work and distance, the difference between effective and nominal rate of interest. To enable to calculate EMI. CO3: To understand applications of matrices and permutation and combinations in business. CO4: Students are able to develop the skills for data interpretation and inferences, To formulate the problem as



L.P.P. to obtain the best solution using graphical methods.

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Business Demography

Course Objectives :

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

Course Outcomes

Ability to understand the components of demography. Factors governing of a particular economics and government. Socio economic changes as a outcome of demographic changes. Ability to examine how demographic changes - influences different aspects of policy formulation and social development
To learn about implications of changes in population and structure of population on economy and society
Equal and unequal Distribution of resources and factors of production and its impact on society

201

Business Organizations and Systems

Course Objectives :

- 1) To understand role and functions of modern business
- 2) To develop right understanding regarding business environment
- 3) To study how a business institution functions in a given economic set up

Course Outcomes

1. Understand how a business functions , Understanding the idea of business as an economic entity, To understand modern commerce performs new business initiatives.
2. Knowledge of selection and appropriateness of a form of business organization , Learning functioning of different types of Sole proprietorship, How a partnership firm is formed, partnership deed, admission and retirement of a partner, Documentation process of LLP and private limited company and process of registration, Documentation process of joint stock company and process of registration
3. Understanding of basic knowledge about how to start a business enterprise, Understanding the determinants of a selection of a business idea, Understanding the factors governing the selection of size of business
4. Understanding the nature of retail trade and how a retail trade works in business system, different forms of retail trade and their contribution in the economy. Understanding brief introduction to stages of internationalization.

202

Principles of Marketing:

Course Objectives :

- To develop write understanding regarding marketing environment in the country
2. To develop appropriate conceptual understanding as to develop basic marketing concept
3. To develop new understanding regarding services, rural marketing and new trends in marketing

Course Outcomes



		CO1 To understand the Indian and International Marketing Management and various tasks performed by the marketing managers in different environments. CO2 To learn various factors that affect the marketing system and market segmentation. CO3 To get acquainted with the concept of marketing mix that affects the success of the market. CO4 To know the types and role of the market and its contribution in developing the economy and society.
203	Principles of Finance	Course Objectives : 1. To cultivate right approach towards money , finance , and their role in business 2. To develop right understanding regarding various sources of finance and their role and utility in business 3. To develop basic skills as to concept of capital structure and concept of capital structure Course Outcomes 1.To develop Competence to apply various concept in finance for decision making 2.To develop rational understanding regarding role and utility of different sources of finance 3. To understand importance of rational and sound financial structure - To understand role of capital as a determinant business success 4.To have right understanding how modern business is changing and what are the new trends in business finance
204	Basics of Cost Accounting:	Course Objectives : - To develop rational understanding regarding concept of cost expenditure in business 2.To develop understanding how overheads influence the cost structure of cost 3. To develop skills for computation of total cost for a product Course Outcomes How to use cost of concept Development of basic ability to think about cost as an ingredient of price mechanism To develop competence, to prepare comprehensive cost sheet and understand implication of overheads on total cost structure. Development of reasonable working knowledge of methods of ascertainment of cost of a contract or process.



205	Business Statistics	Course Objectives : - To understand role and importance of statistics in various business situations - To develop skills related with basic statistical technique - Develop right understanding regarding regression, correlation and data interpretation Course Outcomes : Understand basics of central tendency - Mean, Median, Mode, their features, advantages and limitations. Draw measures of central tendency graphically and analyze statistical data using measures of central tendency. CO3 : Understand basics of measures of dispersion, their features, advantages and limitations. Analyze statistical data using measures of dispersion.: CO4 : Define the Concept of correlation, and derive the Karl Pearson's correlation coefficient as well as Spearman's Rank correlation. Also discuss the concept of Principle of least squares for curve fitting and regression lines CO5 : Understand measures of Index number, and its types.
206	Fundamentals of Computers	Course Objectives : - To develop rational approach as to how computers can be used in data process analysis in business - To develop understanding regarding cautions to be taken security, safety and security while using net based service Course Outcomes Proficiency in applying computers in business activities like data processing Tabulation ,data analysis And presentation of data Proficiency in set up of Different structure computer Network in business environment. Proficiency in handling of different applications, preparation of power point Presentation. processing and transmission of data through computers and internet.
301	Elements of Human Resource Management.	Course Objectives : - To introduce the basic concepts of Human Resource Management. - To cultivate right approach towards Human Resource and their role in business. - To create awareness about the various trends in HRM among the students Course Outcomes 1. Describe the basic concept of HRM. 2. Develop knowledge about the functions and different roles of HR Manager. 3. Understand the challenges before HRM 1. Understanding the importance of Job Analysis & Human Resource Planning in the Organisation. 2. Develop the Problem- solving and decision making skills 3. Development of basic ability to think about Employee Morale



		and Job Satisfaction. 2. Development of problem-solving and decision-making skills. 4. 1. Development of basic ability to think about Employee Morale and Job Satisfaction. 2. Development of problem-solving and decision-making skills.
302	Supply Chain Management	Course Objectives : ☐ To enable the students to have a comprehensive understanding of Supply Chain Management. ☐ To understand key concepts and issues of Logistics and Inventory Management. ☐ To understand Warehousing and its role in Space Management. Course Outcomes : ☐ The students must understand the functions of Supply Chain Management. ☐ The students must gain practical knowledge of Bull-Whip Effect. ☐ The students must understand the importance of Space Management. ☐ Understand different types of Plant layout and their SCM ☐ The student must learn different methods of Logistic Management. ☐ The students must understand the role of Information Technology in SCM Project through various Supply Chain Management.
303	Global Competencies and Personality Development	Course Objectives : ☐ To understand the importance of personality leading to self-development. ☐ To help the students to build positive personality traits. ☐ To enhance one's Employability and life skills. ☐ To ensure all topics are taught not just for creating personality adaptable in domestic work environment but also globally Course Outcomes : ☐ Basic understanding of personality and traits ☐ Understanding of one's own Personality ☐ Development of one's personality through practice ☐ Readiness to participate in competitive activities ☐ Students should be fit Culturally and Professionally at the global level.
304	Fundamentals of Rural Development	Course Objectives : 1. To understand the development issues related to rural society. 2. To find the employment opportunities for rural youth. 3. To create interest among the rural youth to participate in rural development programmes and schemes for sustainable development.



		4.To discourage seasonal and permanent migration to urban areas. Course Outcomes 1.Describes the importance of rural development 2.Better understanding of need for rural development 3. Describes determinants of Rural Development Planning Develop the knowledge & ability of the students about the concepts of NGO's and Rural Development Development of understanding of Functions of DRDA 4. Describes determinants of agropreneuership Understanding of problems associated with rural entrepreneurship. Understanding the implementation of marketing initiatives 5. Understanding role of internet in rural development. Develop the knowledge & ability of the students about the concepts ICT and e-development in villages. Understanding challenges of rural development.Candidates willing to for further research work, also suitable for the project
A 305 MM	Consumer Behaviour& Sales Management	Course Objectives- 1.To develop significant understanding of Consumer behaviour in Marketing. 2.To understand the relationship between consumer behaviour& Sales Management. 3.To develop conceptual based aspects & its implementation considering consumer behaviour in Sales Management. Course Outcomes 1.To have an adequate understanding of consumer behaviour, its scope, objectives, opportunities and its challenges. 2.To help students develop an understanding towards Strategy building & its effectiveness 3. To find out alternatives for Dynamic organization to ensure their success in highly competitive sales environment. 4. Developing Design Thinking approach to explore opportunities while combating against challenges in highly competitive Sales environment.
DSE A 306 MM	Retail Management	Course Objectives 1.To provide basic understanding of forces that shape retail industry 2.To provide understanding of retail operations and strategy 3.To provide understanding of opportunities and challenges in retail industry Course Outcomes 1.To have a clear understanding of the retail concepts,its scope,objectives, opportunities and challenges 2. To help students understand the planning process behind a retail business. 3. Giving insights to the challenges while implementing a plan, in context of retail management. 4. Developing critical thinking ability to explore various angles while facing challenges in the retail sector



B 305 FM	Management Accounting	Course Objectives 1.To impart basic knowledge of management accounting. 2.To understand the implications of various financial ratios in decision making. 3.Application and use of various tools of management accounting in the business. Course Outcomes 1. To understand the concept and meaning of management accounting. 2.To understand difference between financial accounting, cost accounting and management accounting 3.To understand different methods of analysis and classification of various ratios and its application. 4. To calculate contribution and breakeven point to reach profitability level of any business 5. To learn how to make various types of budgets as per need and requirement of business
B 306 FM	Banking & Finance	Course Objectives 1.Study of banking function and its operations. 2.To study the functioning of Regulatory Authorities in India. 3.To study recent technology in banking industry Course Outcomes 1.Students will understand structure of banking system in India 2. Students will get basic knowledge of function of various regulatory Authorities in India 3. Students will understand functions and operations of banks 4. Knowledge of how to use new technology in banking operations along with its cyber security.
DSE- C -305 HRM	Organisational Behaviour.	Course Objectives 1.To describe the major theories, concepts, models and frameworks in the field of Organisational Behaviour. 2.To explain determinants of Organisational Behaviour at Individual, Group and Organisational Level. 3.To give knowledge about approaches to line-up individual, groups & managerial behaviour in order to achieve organisational goals. Course Outcomes 1. Describes importance of Organisational Behaviour. - Better understanding of Models of Organisational Behaviour. 2. Describes determinants of Organisational Behaviour at Individual Level. 3.Develop the knowledge & ability of the students about the concepts of Personality, Motivation, Value & Attitude. - Development of Problem-solving and decision making skills of students 4.Describes determinants of Organisational Behaviour at Group Level. 5.Develop the knowledge & ability of the students with respect to the concepts of Group Dynamics, Conflict Management & Leadership. 6.Development of Problem solving and decision making skills.



		7.Describes determinants of Organisational Behaviour at Organisational Level. 8.Develop the knowledge & ability of the students about the concepts of Organisational Culture & Change. Development of Problem solving and decision making skills.
DSE - C 306 (HRM)	Legal Aspects in Human Resources	Course Objectives: 1. To study and explain rights of employees at work place. 2. To understand the Applications of different Legal Aspects in HR. Course Outcomes 1.Better understanding of the rights of employees at workplace. 2.Describes understanding of the legal issues related to HR in organisation. 3.Develop the knowledge & ability of the students about the concepts Wage & Salary Administration. 4.Better understanding of Workmen's Compensation Act,1923. 4.Better understanding of The Payment of Gratuity Act,1972 5.Better understanding of Sexual Harassment of Women at Workplace (Prevention , Prohibition And Redressal) Act 2013
401	Entrepreneurship and Small Business Management	Course Objectives: 1.To understand the concept and process of Entrepreneurship. 2.To Acquire Entrepreneurial spirit and resourcefulness. 3.To get acquainted with the concept of Small Business Management. 4.To understand the role and contribution of Entrepreneurs and Small Businesses in the growth and development of individual and the nation. Course Outcomes 1. It enables students to learn the basics of Entrepreneurship and entrepreneurial development which will help them to provide vision for their own Start-up. 2. Development of interest and positive approach towards entrepreneurship and new start ups. 3. Ability to collect relevant data and its analysis and interpretation 4. Understanding key aspects of success and failure of businesses
402	Production and Operation Management	Course Objectives : ☐ To enable the students to have a comprehensive understanding of the subject. ☐ To understand key concepts and issues of Production and Operations Management. ☐ To understand Production Management and its role in developing Business Strategy. Course Outcomes : 1.Classification of Operation Management. 2.The students must gain practical knowledge of Handling Waste Management 3.The students must understand the importance of selecting



		good plant location and understand different types of Plant layout 4.To understand the method of handling material. know different standards and types of maintenance systems in business. 5. To learn the production planning process and types of production control system
403	Decision Making and Risk Management	1.To learn the key topics in decision making and risk management so that they can improve decision making and reduce risk in their management activities and organizations. 2.Find the best alternative in a decision with multiple objectives and uncertainty. 3.Describe the process of making a decision. 4.Analyze an organization's decision making system. 5.Develop a risk management process. Course Outcomes : 1.To understand the role and scope of Decision making and Risk management in organizations 2. To understand the importance of Decision making tools and models in business. 3. To understand the role of leadership and its allied aspects while making decisions. 4. To understand the role and importance of organizational values in Decision making and Risk Management
404	International Business Management	Course Objectives: 1.To acquaint the students with emerging trends and issues in International Business. 2.To study the impact of International Business Environment on foreign market operations. 3.To analyze International trade models. 4.To analyze the International Investment and its risks associated. 5.To understand financial aspects in world economies, their need and functionality Course Outcomes : 1.To understand the basics of International Business concept and its role 2.To understand the various International trade theories' use and experiments on the world trade. 3. To understand the International trade concepts and various key concepts affecting the terms of trade. 4. To understand how a country can gain through International trade practices. 5. Understand the concept of currency exchange rate in the International market. To understand the role and contribution of International trade organizations. Understand the concept of financial globalization and its benefits and adversities. To understand various free trade and protection policies implementation and its role. Understand the Regional Integration and Regional groups' concept in International trade.



405 A-MM	Advertising and Promotion Management	Course Objectives: 1.To develop knowledge and understanding of importance of advertising. 2.To understand different sales promotion techniques. 3.To know about promotion management Course Outcomes : 1.To learn the effectiveness of advertising on performance and profit. 2. Understanding the copy creations, medias planning and media selection. 3. To understand the effectiveness of promotion 4. To understand the advantages of online advertising
406 A- MM	Digital Marketing	Course Objectives: 1.To provide students with the Knowledge about business advantages of the digital marketing and its importance for marketing success. 2.To help students become In demand professional by being acquainted through various Digital channels & their ways of Integration. 3.To get Basic Knowledge of Google Analytics for measuring effects of Digital Marketing & getting Insights of Future trends that will affect the future development of the digital marketing. Course Outcomes 1.To have an adequate understanding of Digital Marketing, its scope, objectives, opportunities and it challenges. 2.To help students develop an understanding toward Digital Strategy building & its effectiveness 3. To find out alternatives for Dynamic organization t ensure their success in highly competitive sale environment. 4. To use the digital tools effectively for marketing
405- B-FM	Business Taxation	Course Objectives: 1.To understand different concepts & definitions under Income Tax Act 1961. 2.To understand the importance of Taxation to the students. To update the students with the latest development in the subject of Taxation Course Outcomes 1.Learning will be more practical based on theory, thereby aid students in better understanding. 2. Development of interest in Indian tax regime. Make students aware about different heads of income to understand Income tax act 1961 3. Understanding of actual online ITR filing. Making students aware about exemptions u/s 80 of Income tax act 1961.(as per the union budget of every financial year by Government of India). 4. Understanding of various types of TDS (From section 192-194 including its sub-sections). Making students aware about different rate of TDS for different sections under Income tax act 1961.



406 B- FM	Financial Services	Course Objectives 1.To Study in detail financial services in India. 2.To study & Understand working of Indian financial system. 3.To make the students well acquainted regarding financial markets. Course Outcomes 1.Understanding of Financial system of India 2. Understanding of the functioning of Financial markets of India 3. Actual functioning of financial institution of India.Understanding new trends of financial market. Making students aware about derivatives & commodity market. 4. to understand how the computers are used in business for collection of information, generating source of information, post entries, various information required to take decisions, data collection , identification of particular source of information and how the information is further processed. Reports are generated based on the filled data.
405 -C-HRM	Human Resource Management Functions & Practices	Course Objectives: 1.To acquire comprehensive Knowledge of Human Resource Management Functions & Practices. 2.To explain the methods of Performance Appraisal, Training, Executive Development and Employee Compensation. 3.To acquire knowledge about various HR practices adopted by the organization. Course Outcomes 1.Better understanding of Processes of Performance Appraisal, Training and Executive Development through Charts Presentations. 2.Development of Problem-solving and decision making skills of students. 3. Better understanding of Fringe Benefits and its application in Organisation. 4.Development of Problem-solving and decision making skills of students. 5. Better Understanding of importance of WPM. Development of Problem-solving and decision making skills of students 6. Creation of awareness about Organizational Power and politics. Understanding of Application of OD Interventions. Development of Problem-solving and decision making skills of students. 7. Develop better understanding of theoretical concepts by undergoing the project. Development of Problem-solving and decision making skills of students
406 -C-HRM	Employee Recruitment & Record Management	Course Objectives: 1.To study and explain employee acquisition and its importance in industry. 2.To evaluate right approach towards employee recruitment and record management Course Outcomes



		1. Better understanding of the Process of Manpower Planning. 2. Describes the understanding of Techniques of Manpower Forecasting. 3. Develop the knowledge & ability of the students about Advantages and Disadvantage of Internal Sources External Sources of Recruitment. 4. Better understanding of Process of Selection. 5. Better understanding of New Trends in Employee record Management 6. To understand how the computers are used in business for collection of information, generating source of information, post entries, various information required to take decisions, Data Collection identification of particular source of information and how the information is further processed. Reports are generated based on the filled data.
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ASM's

College of Commerce Science and information Technology, Pimpri, Pune-18



501	Research Methodology	Course Objectives: 1. To develop an understanding of the right approach of Research Methodology and its role in Business. 2. To develop an understanding of the basic framework of the identification of various sources of information for data collection. 3. To develop an understanding of various Designs, Tools and Techniques of Research Study. 4. To enable the students in conducting Research work and write Research Paper and Research Project Report. Course Outcomes 1. Great gains in content knowledge, skill acquisition, and overall confidence and comfort for major concepts in the understanding concept of research. Formulate and evaluate research questions. 2. The shift towards student-centeredness significantly enhanced students' learning through the use of interactive small group activities and a high level of discussion and interaction. Knowledge acquisition about Research Design and Sampling Design. 3. Gain experience with instrument development and data collection methods. Practical understanding of data processing and Data Analysis. 4. Understanding about Changing Environment of HRM and its effects. A better understanding of Report and Research Paper writing
502	Database Administration and Data Mining	Course Objectives: 1. To understand the Database Management System 2. To understand the Data Mining Concepts 3. To understand the current trends in Data Management Course Outcomes 1. Understanding of the DBMS concepts 2. Understanding of the working of the transaction management in the DBMS. 3. Understanding Data Warehousing and its scope and limitations. 4. Understanding Data Analytics and Mining and its scope and limitations.
503	Business Ethics	Course Objectives: 1. To provide a comprehensive understanding of the concepts of Business Ethics 2. To develop theoretical tools to understand current ethical issues and their impacts on business. 3. To analyze the role of Ethics in business, Government and Society. 4. To analyze the Ethical scenario concerning to Environment and consumer protection. Course Outcomes 1. To understand the basics of Business Ethics and its role. To understand the Government and societal concepts of ethical behaviour. 2. To understand the various corporate and stakeholder ethics policies and their use. To understand workplace ethics and its importance. To understand the importance of Legal acts framed by the government. 3. To understand various CSR activities adopted and implementation and their role. Understand the CSR and Corporate Citizenship concept. To understand the role and contribution of Media in business and society. Understand the concept of Ethical Advertising. 4. To understand the role of government in framing the



		environmental protection policies. To understand the importance of the consumer protection act and its role.
504	Management of Corporate Social Responsibility	Course Objectives: 1. To understand the concept and process of CSR 2. To Understand the industrial contribution for CSR Policy 3. To Understand the context of CSR of present-day Management 4. To Understand the contribution of CSR for the development of Society Course Outcomes 1. Understanding the concept of CSR and its history 2. Need and application of CSR with help of various models 3. It will enable the students to understand the legal point of view involved in CSR 4. It will help students to understand how corporate is responsible for contributing to the society
DSE A 505 MM	Marketing Environment Analysis and Strategies	Course Objectives : 1.To develop students' understanding of the factors shaping Marketing Environment 2.To develop students' ability to analyze the Business Environment 3.To develop students' understanding of the strategies for sustaining the forces in Marketing Environment Course Outcomes 1. Understanding of basic Marketing Environment Concepts 2. Understanding the parameters of Business Analysis 3. Understanding the concept of Marketing Research 4. Understanding the real-time scenario of marketing strategies
DSEA 506 MM	Legal Aspects in Marketing Management	Course Objectives Course Objectives: 1. To understand the application of different legal aspects in Marketing Management Course Outcomes 1. To understand the legal aspect of Marketing Management and law related to sales, home delivery, telesales and Direct Mail Sales To Understand the gist of the case study and way of attempt or solution 2. To understand rules and laws related to broadcasting ads via different forms and claims for misled adv campaign. To study price-related laws and consumer rights for surcharge payment 3. To understand issues and laws related to online marketing and Ts & Cs in CRM
DSE B 505 FM	Analysis of Financial Statements	Course Objectives: 1. To develop the conceptual framework of financial analysis and provide practical exposure to apply various tools of Financial Statement Analysis. 2. To enable to use of various types of ratios for financial and investment decisions. 3. To impart knowledge about Cash Flow and Fund Flow Statements and their importance in financial analysis. Course Outcomes To understand different tools of analysis & interpretation of financial statements. To enable to use of various types of ratios for financial & investment decisions. To manage the cash flow arrangement of any business corporation To make available & manage various sources and application of funds for day-to-day business operations



DSE B 506 FM	Legal Aspects of Finance & Security Laws	Course Objectives: 1. To understand the Legal Aspects of Finance & Security Laws. 2. To know the legal provisions to obtain finance from various source of finance. 3. To explore various finance & securities-related laws in India. Course Outcomes 1. To understand the Various Legal Provisions & Norms in the field of Finance. 2. To understand the objectives of Securities market regulators & also understand different Legal Provisions of the same. 3. To understand the significance of the Companies Act 2013 in the field of finance & also study its legal norms 4. To Study & understand the significance of Goods & Service Tax & also understand its implications.
DSE C 505 HRM	Cross-Cultural HR & Industrial Relations	Course Objectives- 1. To make students understand Cultural Variables in Multinational Enterprises. 2. To learn some basic business etiquette and dining etiquette that will help to work in different countries across the globe 3. To make students understand the relationship between Cross-Culture Management and Human Resource Management. 4. 4. To explain how employees can be prepared for international assignments. 5. 5. To provide students with the fundamental knowledge of Industrial Relations. 6. 6. To provide the knowledge to students of provisions under The Industrial Disputes Act,1947, The Factories Act, 1948 and The Maternity Benefit Act 2017 Course Outcomes 1. Great gains in content knowledge, skill acquisition, and overall understanding of the basic concept of Culture and Cross-Culture Management. A better understanding of Dress Etiquette, Dining Etiquette etc through business Etiquette workshop. 2. Strengthen key competencies in individual and group participation, oral communication and persuasion, critical thinking, problem-solving through individual presentation and role-plays. Inculcating key competencies of different concepts of Cross-Culture and Human Resource Management through Caselets solutions. 3. Gain experience with instrument development and data collection methods. Practical understanding of data processing and Data Analysis. Develop thinking skills, listening abilities and how they are communicating their thoughts on Ethical Codes & Industrial Relations through Group Discussion 4. A better understanding of the Authorities under Act/s. Provide real-world scenarios to help students learn skills used in real world situations through role-Play activity on Strike & lockout and Layoff. Gain of deep knowledge of different provisions under The Factories Act 1948. Develop the power of deploying rational, reasoned arguments on The Maternity Benefit Act 2017 through debate activities.
DSE C 506 HRM	Cases in Human Resource Management + Project Viva	Course Objectives: 1. To understand the application of theory into practice. 2. Design critical thinking by making judgments related to problems in Case Studies of Human Resource. 3. Develop critical thinking for solving Case Studies of Human Resource. 4. To analyze the broad fundamental components of HRM. Course Outcomes



		1. To make student know the gist of the Case Study and the way of attempt or solution. Explain steps in solving case studies. 2. Analyze the broad fundamental components of HRM. Develop critical thinking for solving Case Studies of Human Resource. To develop the ability about getting acquainted with the theory and its application in real-life scenario of the HR Department. 3. To make students know about recent happening in important concepts of Human Resource. Design critical thinking by making judgments related to problems in case studies of Human Resource. To understand the challenges faced/confronted in recent times.
GC 601	Essentials of E-Commerce	Course Objectives : 1. To understand the importance, role, and activities of E-Commerce. 2. To understand various E-Money and E-Payment systems used in E-Commerce. 3. To understand the concept of E-Marketing and its tools in E-Commerce. 4. To Understand the concept of Cyber Space and Cyber Security in E-Commerce. Course Outcomes 1. Understanding of the Role of E-Commerce Industry and the utility of E-Commerce models 2. Understanding of the working of the ECommerce transactions in E-Commerce and its Utility. 3. Understanding the recent e-marketing tools and their utility. Understanding the role of technology in the modern E-Commerce sector. 4. Understanding the scope of cybersecurity and technology. Understanding the need for cybersecurity and its implementation.
GC 602	Management Information System	Course Objectives 1. To describe the basic concept of Information Technology and Management Information System. 2. To describe the role of information technology and information systems in business. 3. To contrast and compare how MIS support business processes. 4. To introduce the fundamental knowledge of Structured System Analysis and Design Course Outcomes 1. Great gains in content knowledge, skill acquisition, and overall confidence and comfort for understanding the basic concept of MIS. Students active participation in an understanding of Information Technology and Management Information Technology 2. The shift towards student-centeredness significantly enhanced students' learning through the use of interactive small group activities and a high level of discussion and interaction. 3. Practical Knowledge Acquisition about System Analysis and Design 4. A better understanding of different applications in an enterprise through lab practice and Expert's Guest Lecture.
GC 603	Business Project Management	Course Objectives: 1. To develop a significant understanding of Project Management. 2. To develop a concept based approach towards Management of Business Projects. 3. To develop the relationship between the significance of Businesses Projects & their Management. Course Outcomes 1. To have an adequate understanding of the subject their various perspectives.



		2. To help students develop a cognizance towards Project-specific strategy building & its effectiveness 3. To develop the hands-on training mindset amongst the students. 4. To develop the solution-based approach amongst the management students towards problem-solving
GC 604	Management of Innovations and Sustainability	Course Objectives: 1. To understand the concepts of Innovation and Sustainability in a practical sense. 2. To better know the significance of organisational sustainable development and the economic implications of sustainable development. 3. To learn about the most common errors made when handling sustainable growth. 4. To understand the concept of Sustainability Innovation. Understand socio-political aspects of sustainable development – social responsibility aspect. Course Outcomes 1. It enables students to learn the basics of Entrepreneurship and entrepreneurial development which will help them to provide the vision for their Start-up. 2. Development of interest and positive approach towards entrepreneurship and new start-ups. 3. Ability to collect relevant data and its analysis and interpretation. 4. Understanding key aspects of success and failure of businesses.
DSE A 605 MM	International Brand Management	Course Objectives : 1. To develop students' understanding of the concept of developing brands 2. To develop students' understanding of the concept of brand equity 3. To develop students' understanding of the strategies in managing brand portfolios Course Outcomes 1. Understanding of basic Brand Concepts 2. Understanding the process of Brand Development 3. Understanding the concept and process of Brand Evaluation 4. Understanding Brand Management
DSE A 606 MM	Cases in Marketing Management + Project	Course Objectives: To understand the application of theory into practice. Course Outcomes 1. To make student know the gist of- the case study and way of attempt or solution 2. To develop the ability about getting acquainted with the theory and its application in a real-life scenario. To make students know about- recent happening in marketing. To understand the challenges- faced/confronted in recent times 3. To understand the challenges faced by the people and organisations in the day to day work life. They shall understand the techniques and solutions to overcome those challenges.
DSE B 605 FM	Financial Management	Course Objectives 1. To know various sources of finance of business 2. To study and understand the capital structure of the company and its cost of capital 3. To study optimum capital mix & concept of over capitalisation& undercapitalization Course Outcomes 1. To understand various sources of finance for raising capital /funds required for the business 2. To understand the proportion of borrowed capital & owned capital, considering their cost of capital 3. To understand the process of undercapitalization & overcapitalization



		4. To understand the process of undercapitalization & overcapitalization
DSE B 606 FM	Cases in Finance +Projects	Course Objectives: 1. To Study & understand the core areas of finance. 2. To study the practical applications of finance. 3. To prepare project reports based on the internship & understanding of core areas of finance. Course Outcomes 1. To understand the fundamentals of fundraising 2. To understand the practical applications of capital budgeting 3. To understand the practical applications of Cost of Capital. 4. To understand the research-based outcomes of core areas of finance based on internship
DSE C 605 HRM	Global Human Resource Management	Course Objectives: 1. To understand the concepts, theoretical framework, and issues of HRM in Global Perspective 2. Identify and Understand issues and practices about the major HRM functions within the context of the global environment. 3. To learn how to conduct strategic human resource management in an international setting. 4. To learn how companies manage their expatriates. 5. To look at HRM in a broader, comparative, and international perspective to deal with complex issues and manifold risks. 6. To study understanding of international approaches to dealing with people in organizations. Course Outcomes 1. To look at HRM in a broader, comparative, and international perspective to deal with complex issues and manifold risks. 2. To study understanding of international approaches to dealing with people in organizations.
DSE C 606 HRM	Recent Trends & HR Accounting + Project	Course Objectives 1. To make students understand the theoretical and practical fundamental knowledge of Recent Trends in HRM and HR Accounting. 2. To describe various Employee Engagement Strategies to enhance Employee Engagement. 3. To discuss the uses of Human Resource Information Systems in organizations. 4. To explain the different methods used to calculate the value of human Resources. 5. To define Human Resource Audit and outline its scope. 6. To study the methods of Human Resource Valuation.

