

School of Management

**Programme Outcomes (POs), Programme Specific
Outcomes (PSOs) & Course Outcomes (POs)**

Hotel Management

Programme Outcomes (POs):

BHMCT:

PO1: Technical Knowledge of Hotel Management (core subjects) and Practice (applications of the subjects in profession).

PO2: Hands-on practical training on functioning of the hotel, equipments, simulated software for hotel operations.

PO3: To impart knowledge about the Professional Integrity to practice the profession of Hospitality personnel.

PO4: Providing care to the guests.

PO5: Development of Team spirit and leadership qualities.

PO6: Effective verbal and non-verbal communication while dealing with guests and peers.

PO7: Brainstorming of the potential problems pertaining to technical, cognitive and communicative skills and their solutions by mentors.

PO8: Placement of Students/ Self-employment.

PO8: Placement of Students/ Self-Employment.

Programme Specific Outcomes (PSOs):

Hotel Management is the ideal programme for students with an international drive, entrepreneurial flair, commercial insight and a service –minded approach.

In addition to management skills, considerable attention is being paid to professional skills and theory in order to help you develop the right attitude for the industry.

Programme Structure

- i. This program is a whole time program of the Maharaja Agrasen University
- ii. This is an intensive program of study of 4 academic sessions.

- iii. The program is divided into eight semesters and there shall be an examination at the end of each semester.
- iv. Each semester shall comprise of courses as indicated in course structure each of three/ four hours per week equivalent teaching obligation and equal amount of self study. Projects, exercises/case studies and assignments will be an integral part of the pedagogy.

The students after graduating have a wide array of options as below:

As Employee:

- a) **Hotels:** Students keen to make their career in Hospitality Industry have the following job profiles:
 - i) **Food Production :** As Production trainee, supervisors, managers etc.
 - ii) **Food & Beverage Service:** Serving the guest with necessary food and beverage items.
 - iii) **Housekeeping:** To assure that the hotel is maintaining conditions and the quality of standards is in accordance with the global norms.
 - iv) **Front office:** Providing the services and product that meet the guest requirement pertaining to accommodation.
 - v) **Marketing:** As sales representatives. Freshers are inducted as trainee in the Business Development Team or Marketing and Sales Representatives. They are generally promoted as Area Sales Manager, Regional Sales Manager and Vice President etc.
- b) **Restaurants:** Students can join various positions in restaurant industry that is growing rapidly.
- c) **Retail:** As retail specialist in the various section in retail sector.
- d) **Consultant:** Students can play a crucial role in setting up a hotel or restaurant by providing right consultancy.

As Entrepreneur:

- a) **Own a hotel/restaurant/cafe:** Students after graduating may start their own venture related to hospitality sector
- b) **Set up a base kitchen Unit:** After passing out, the students can open their own food production unit and start catering business.

Higher Education:

Students after BHMCT, can pursue masters in Hotel Management, MBA and Masters in Tourism to find job opportunities in research, managerial and advisory options in Hotel industry or academic institutions.

Course Outcomes (Cos):

BHMCT:

This course is designed to provide an understanding of the Service Industry & its origin, clear & complete guidelines on service basics, skill building among the students to achieve customer delight, advanced and practical inputs on organizing/planning/executing & managing Restaurant operation, “live” industry practices are incorporated for a “hands on” student understanding.

By the end of this course the student should be able to:

CO1: Explain the growth of the Hotel Industry worldwide.

CO2: Exhibit the ability to organize & explain how different types of Outlets meet the needs of different guests.

CO3: Analyze the range of services provided by the Hotels to meet guest expectations.

CO4: Demonstrate a range of operational skills for specific activities.

CO5 Compare the components of different types of meal & devise a classical menu

Travel and Tourism Management

Programme Outcomes (POs):

MTTM:

PO1: Technical Knowledge of Travel & Tourism Management (core subjects) and Practice (applications of the subjects in profession).

PO2: Hands-on training on designing & functioning of Travel Itineraries, Tour Costings and Tour Operations.

PO3: To impart knowledge about the Professional Integrity to practice the profession of Travel personnel.

PO4: Development of Team spirit and leadership qualities.

PO5: Familiarization with Tourism products, Destinations around the world.

PO6: Effective verbal and non-verbal communication while dealing with clients and primary operators.

PO7: Brainstorming of the potential problems pertaining to technical, cognitive and communicative skills and their solutions by mentors.

PO8: Placement of Students/ Self-employment.

Programme Specific Outcomes (PSOs):

The MTTM (Masters in Travel & Tourism) is the ideal programme for those graduate students who wish to travel and explore. The travel industry is one of the most competitive and innovative industries in the world with international destinations all vying for top spot. This ensures that new creative ideas and services are constantly being developed to keep up with tourist's needs in order to stay ahead of the competition.

Programme Structure

Masters of Travel & Tourism Management (MTTM) 2 years / 4 Semesters.

There shall be 8 subjects in each semester. Subjects may consist of lecture class, tutorials, field work and practicals. Appropriate credits are allotted for each component depending upon its importance as mentioned above.

There shall be a project report and Viva at the end of II, III and IV semester. The evaluation of the Field Trip Report will be done in Second Semester, similarly the Summer Training Report & Outdoor Learning Programme (OLP) report will be evaluated in the third semester. All the students shall prepare and submit a Project Report on the concerned subject of Travel/Tourism for which a study tour/On the Job Training/field visit/ industrial visit has been conducted.

TEACHING SCHEDULE:

The course is designed on LTP model (Lecture + Tutorials + Practical) with necessary weightage for all these three components.

For each subject, there shall be lecture class, tutorials and practicals (LTP) where ever necessary. The details of lecture class, tutorials and practicals (LTP) are given against each subject in the schedule given below.

The students after post-graduating have a wide array of options as below:

As Employee:

- e) **Team Associates in Travel Agency:** Students after completing the course can pursue their career in Travel agency as Team Associates or travel executives or Vacation Planners.
- f) **DTDO's:** Students can join in government jobs on the profile of District Tourism Development Officer.
- g) **Event Managers:** Students can join various positions in event management companies that is growing rapidly.
- h) **Adventure Tour Operator:** As Adventure Tourism specialist in the different adventure companies.
- i) **Ground Operator:** Students can play a crucial role in setting up a hotel or restaurant by providing right consultancy.

As Entrepreneur:

- c) **Own a Travel Agency:** Students after post graduating may start their own venture related to Travel & Tourism sector such as Travel Agency, Camping Site, Adventure Tour Operator.
- d) **As a Local/ Linguistic Guide:** After passing out, the students can provide their services as linguistic guide and local ground operator.
- e) **As an Event Manager:** After completing the programme the students can be a goof event manager and open their own business in MICE (Meetings, Incentives, Conventions and Events) Industry.

Higher Education:

After doing MTTM, students can pursue Doctoral Programme in Tourism Administration to find job opportunities in research, managerial and advisory options in Travel industry or academic institutions.

Course Outcomes (Cos):

MTTM:

This course is designed to provide an understanding of the Tourism Industry, its origin, clear & complete guidelines on basics, skill building among the students to achieve customer delight, advanced and practical inputs on organizing/planning/executing & managing Tour operations,

By the end of this course the student should be able to:

CO1: Explain the origin & growth of the Tourism Industry worldwide.

CO2: Operate and handle queries on GDS systems like (Amadeus, Galileo etc.)

CO3: Exhibit the ability to organize & explain how different types of Outlets meet the needs of different guests.

CO4: Demonstrate a range of operational skills for specific activities.

Bachelor & Master of Business Administration

Programme Outcomes (Pos)

Master of Business Administration

After studying this course, the student will be able to:

PO1: Demonstrate the ability to integrate tools and concepts from multiple business areas (Accounting, Marketing, Management Information Systems, Organizational Behavior, Finance, Economics, and Operations Management) to solve day-to-day managerial business problems.

PO2: Demonstrate the verbal and written communication skills required of executive-level employees

PO3: Demonstrate leadership ability and team-building skills through class exercises, projects and summer internship experiences.

PO4: Evaluate and integrate ethical considerations when making business decisions

PO5: Assess global opportunities and challenges for business growth

PO6: Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

PO6: Create synergies amongst the most diverse set of variables and the ability to continuously learn, extemporize, acclimate, motivate, excel and grow.

PO7: Critically synthesize and analyze information for problem solving in business situations.

Bachelor of Business Administration

PO1: Apply knowledge of Management theories and practices to solve business problems.

PO2: Ability to develop ethical and value-based aspects of Business

PO3: To make students develop the skills to actively participate in workshops, seminars and internship programmes.

PO4: Brainstorming of the potential problems pertaining to cognitive and communicative skills and their solutions by mentors.

PO5: Enhance the coordination among students to work in a team through participation in Competitions, Case studies and various other co-curricular and extracurricular activities.

PO6: Explore and understand specific issues relating to workplace such as time management, discipline, workplace culture, teamwork, giving and receiving feedback, and achieving balance in one's life in a multidisciplinary environment.

Programme Specific Outcomes (PSOs)

MBA

Master of Business Administration is a two year programme divided into four semesters. The students are introduced to the basics of Accounting, Economics, Organisation Behaviour, Business Communication, Business Statistics, Marketing management, Financial Management, Human Resource Management, Business Research Methodology in the first year to enrich their knowledge on the various functional areas of Management. This is followed by 45 days On- the-job training or Summer Internship Programme in intended to be a six to eight week intensive in an Industry to enable students to gain exposure to bridge the gap between Industry and Academia. In the second year the students study the Elective courses which provide them knowledge in the domains of their professional interest. In the second year, the students need to develop a project research report using statistical tools. This helps the students to gain knowledge of critical skills. The specific outcomes of the programme contribute in enriching the knowledge in following ways:

PSO of Specialization 1 (Marketing Management)

This course is designed to give an introduction to the theory and practice of marketing. It would enable the students to understand how the dynamics of the market forces create an impact in the market. At the end of the course, Students would be able to comprehend the holistic marketing efforts to develop, design and implement marketing programs. They can acquire a comprehensive knowledge about products, brands, services, e-marketing etc.

PSO of Specialization 2(Human Resource Management)

This course will help the students to gain an insight into various Human Resource Practices, Appraisal System, Organisation Development, Recruitment and selection practices. The student will also learn various discretionary benefits to be provided to an employee in the real time work environment.

PSO of Specialization 3(Financial Management)

These courses will enable the students to apply the knowledge of Accounting standards, Financial tools, Financial performance, investing and dividend decisions that impact the growth of the firm. The students are able to accumulate better knowledge of Banking and Insurance products. The course will also help to identify the various avenues of Investment in view of risk and return.

Programme Specific Outcomes of Bachelor of Business Administration

The main objective of this programme is intended to develop critical thinking on the functional areas of Business Administration. The programme includes courses like management, commerce, banking, economics, industrial psychology, law, mathematics, statistics, accounting, communication, computer application and accounting software. These courses are dealt in detail and not only help the students to gain basic understanding of the subject but learn conceptual and analytical abilities. The programme is designed with an objective to provide ample scope for practical exposure to the problems and opportunities in real business. The two project studies one practical and the other theoretical as well as the mandatory requirements of industrial visits and resultant report presentation provides a cutting edge to this undergraduate programme.

BBA programme has been designed to prepare graduates for attaining the following specific outcomes:

- **Critical Thinking Skills:** Students are able to define, analyze, and devise solutions for various business problems and issues using cohesive and logical reasoning patterns for evaluating information, materials, and data.
- **Communication Skills:** Communicate in a variety of domains, including writing, speaking, listening and reading, while respecting the impact of technology on effective communication.

- **Technology Skills:** Students learn to use different tools for making effective presentations. By getting exposure to Advanced Excel/Spreadsheets will help them learn to use data in effective decision-making in a business.
- **Entrepreneurship and Innovation:** Students can demonstrate the fundamentals of creating and managing innovation, new business development, and high-growth potential entities.
- **Business Knowledge:** Students can integrate knowledge, skill and attitude that will sustain an environment of learning and creativity among them with an assurance for good careers.

Course Outcomes (Cos): MBA

MARKETING

CO1: To Understand the impact of changing global, Political, Economic, Competitive, Environmental, Cultural and Social Systems on marketing strategy development.

CO2: To understand the dynamic of the global business environment from a competitive and economic perspective.

CO3: To develop comprehensive strategic and tactical plans for an organization and work independently and collaboratively in inter and multidisciplinary and diverse environments.

BUSINESS LAWS AND ETHICS

CO1: To ensure compliance of legal formalities with values and ethics in the process of Business administration, Governance and corporate social responsibility.

CO2: To be familiar with basic legal framework on special contracts; and conversant with rights, duties and obligations of the parties concerned under each of the Special Contracts.

CO3: To be familiar with provisions with regard to performance of a contract and also to be conversant with circumstances which lead to Breach of contract and remedies in the event of breach of a contract.

CO4: To understand from practical perspective how awareness of Consumers rights for getting protection from defects of goods and deficiencies from services is brought out in the society and community

BUSINESS COMMUNICATION

CO1: It gives an understanding of the “Process of Communication in an organization” It will help them to identify the ‘Barriers of Communication’ and help them to enhance their presentations skills

CO2: It administers an understanding of the “Framework for Managing Investor Relations, & ways and means of Managing Power” and enable the students to augment their report writing skills

IT APPLICATIONS FOR MANAGEMENT

CO1: To identify various types of Information System for Business and apply Information Systems in business

CO2 Define databases & identify types of Databases and understand the need for Computer Security & Security Mechanisms

CO3: Learn about E-Commerce & its Applications and learn the Process of E-payments and emerging trends in Computing

HUMAN RESOURCE MANAGEMENT

CO1: Understand and apply the policies and practices of the primary areas of HRM including staffing, training and compensation.

CO2: Understand the importance of HR’s and their effective Management in Organizations.

CO3: Outline the nature and sources of conflict and explain the different strategies and approaches used in the resolution of conflict.

FINANCIAL MANAGEMENT

CO1: Understand the role of the financial manager in growth of the firm by considering the agency relationship.

CO2: Gain the knowledge on application of different techniques of capital budgeting under riskless and risky conditions for the investment decisions.

CO3: Build the optimum capital structure to take the optimum financing decisions. Gain the knowledge on the different concepts of cost of capital.

CO4: Understand the different methods of corporate restructuring and the principles of good governance.

INTERNATIONAL BUSINESS

CO1: Understanding cultural and political environment in the light of International trade theories.

CO2: What is the rationale for government intervention in the forms of trade regulation? Understanding major trading blocks: EU, NAFTA, ASEAN, SAARC.

CO3: To gain knowledge of structure and functions of TRIPS, TRIMS, WTO.

CO4: Differentiate the various global market entry strategies- Exporting, Licensing, Franchising etc.

FINANCIAL MARKETS AND SERVICES

CO1: Know about the financial market structure and participants in the markets and gain knowledge on the different financial services which are available in India.

CO2: Know the role of merchant bankers in providing the financial and non financial services.

CO4: Understand the Hire purchase and Lease assistance to micro small, small, medium and large scale business units.

CO5: Understand the different financial services like factoring, credit rating methods

RETAIL MANAGEMENT

CO1: The role and relevance of retail Management Types and trends of retailing

CO2: The difference between the organized and unorganized retail sector and CRM Process in retailing and legal compliances

CO3: The role and importance of international retailing, Retail pricing strategies, Retail segmentation and relationship marketing

FINANCIAL RISK MANAGEMENT

CO1: Identify the different sources of risk affecting the companies and to state the different risk management approaches.

CO2: Integrated approach to corporate risk management. The types of players in derivatives markets.

CO3: Understanding of Different types of products available in derivatives market. Valuation of futures & forward contract.

COMPENSATION MANAGEMENT

CO1: Gain knowledge of different components of compensation

CO2: Understand different monetary and non-monetary benefits of compensation Identify international components of compensation

CO3: Understand various factors required to design compensation Acquire the knowledge of different work schedules.

RESEARCH METHODOLOGY

CO1: Ability to prepare students for quality research and publication and to inspire for writing research papers for seminars, conferences, research journals.

CO2: Capable to orient towards the importance of research in the field of humanities.

OPERATIONS RESEARCH

CO1: Ability to take better and quicker decision and to coordinate all the decision of the organization.

CO2: Ability to control his subordinates and to improve the productivity of the organization.

COURSE OUTCOMES: - BBA

PRINCIPLES OF MANAGEMENT

CO1: To evaluate the global context for taking managerial actions of planning, organizing and controlling and assess global situation, including opportunities and threats that will impact management of an organization..

CO2: To integrate management principles into management practices and to analyse managerial practices and choices relative to ethical principles and standards.

BUSINESS MATHEMATICS:

CO1: Acquire knowledge about basic of Algebra linear and quadratic equation. Ability to calculate Bills and payroll system of different department and branches

CO2:To acquire knowledge about solving problems related to law operation and compound interest.

BUSINESS ACCOUNTING

CO1: Ability to demonstrate knowledge in setting up a computerized set of accounting books for profit entity.

CO2: Ability to demonstrate knowledge of various advanced accounting issues related to Financial Accounting within a global and or ethical framework

CO3: Proficient to apply accounting concepts and methods to interpret financial statements for evaluating the financial position and performance of organizations

MICRO ECONOMICS

CO1: Design competitive strategies including costing, pricing, product differentiation, and market environment according to the natures of products and the structures of the markets.

CO2: Understand the four basic market models of perfect competition, monopoly, monopolistic competition, and oligopoly, and how price and quantity are determined in each model.

CO3: Derive the equilibrium conditions for cost minimization and profit maximization. Analyze the demand and supply conditions and assess the position of a company

BUSINESS COMMUNICATION

CO1: Ability to develop importance of communication in personal/professional life and achieve efficiency in understanding the opportunities in the field of communications

CO2: Acquire competence in oral, written and non verbal communication and capable to rectify common mistake of communication

INTRODUCTION TO COMPUTERS

CO1: Understand the fundamental hardware components that make up a computer's hardware and the role of each of these components

CO2: Describe some examples of computers and state the effect that the use of computer technology has had on some common products.

FINANCIAL MANAGEMENT

CO1: Development of aptitude to analyze financial statements using standard financial ratios of liquidity, activity, debt, profitability, and market value.

CO2: Acquire the expertise of measures of cost of capital and financial leverage to form long-term financial policies for business and acquire knowledge of capital investment decisions and financial policies to business valuations.

MACRO ECONOMICS

CO1: Understand the implications of interference in a market economy, including government policy

CO2: Understand the roles of fiscal and monetary policy in fighting recessions & inflation and also understand factors that contribute to and detract from long-term economic growth.

ORGANIZATIONAL BEHAVIOUR

CO1: Acquire the knowledge of organization in students helpful to them to make their careers in business firms.

CO1: Develop the professional skills to handle the departments in any of the business organizations and create career opportunity to adjust as the business managers in national and international firms.

COST AND MANAGEMENT ACCOUNTING

CO1: Develop and demonstrate the need for a balance between financial and non-financial information in decision making, control and performance evaluation applications of management accounting;

CO2: Acquire the knowledge to evaluate complex ideas and tolerate ambiguity in managerial and organizational problem-solving.

BUSINESS STATISTICS

CO1: Capable to analysis for any product, even financial products and analyse to compare alternative scenarios.

CO2: Ability to use in statistics or summarizing the data and acquire knowledge of market research and product development.

HUMAN RESOURCE MANAGEMENT

CO1: Demonstrate an understanding of the human resources management process and its importance to organizational effectiveness.

CO1: Acquire an understanding of processes and tools commonly used to attract, develop and retain a high performance workforce and to identify and appreciate the significance of the ethical issues in HR.

MARKETING MANAGEMENT

CO1: Ability to Getting information regarding demand and Planning production accordingly.

CO2: Availability of various products for use and reduction in distribution cost.

PRODUCTION & OPERATIONS MANAGEMENT

CO1: Acquire to understand about industries operates his day to day operations and ability to elimination of wastage of time, labour and money.

CO2: Acquire competence in handling inventory and supply chain management.

BUSINESS LAWS

CO1: Develop the understanding in students to create and kind of business contract and acquire skill in students to handle the legal matters related with the business.

CO2: Proficiency to make partnership agreements as the laws and regulations of companies act.

QUALITY MANAGEMENT

CO1: Acquire knowledge about how to improve the business operations and productivity and to learn how to reduce cost and use the scarce resources.

CO2: Capable to achievement of stability and reliability regarding the techniques, equipment, and resources being used in a project.

FOUNDATIONS OF INTERNATIONAL BUSINESS

CO1: To identify and evaluate the complexities of international business and globalization from home versus host-country, and regional, cultural perspectives.

CO2: Ability to analyze the relationships between international business and the political, economic, legal and social policies of countries, regions and international institutions.

MANAGEMENT INFORMATION SYSTEM

CO1: Understand the leadership role of Management Information Systems in achieving business competitive advantage through informed decision-making.

CO2: Apply Management Information Systems knowledge and skills learned to facilitate the acquisition, development, deployment, and management of information systems.

ENVIRONMENT STUDIES

CO1: Ability to work and learn effectively and constructively as a member of a team at field stations or in remote environmental sites on land or at sea.

CO2: Ability to apply quantitative reasoning skills to environmental problems including basic calculations related to energy, water, and air issues and the use of statistical methods in data analysis and argumentation

BUSINESS ENVIRONMENT

CO1: Ability to demonstrate progressive learning in the elements of managerial decision making, including planning, directing and controlling activities in a business environment.

CO2: Ability to use personal and ethical frameworks to help them respond to ethical dilemmas. Acquire knowledge of strong organizational skills and a capacity for responsive and timely work.

PROJECT MANAGEMENT

CO1: Acquire the knowledge to conduct project planning activities that accurately forecast project costs, timelines & quality and develop a strong working knowledge of ethics & professional responsibility.

CO2: Capable to demonstrate effective organizational leadership & change skills for managing projects, project teams & stakeholders.

ADVERTISING AND SALES MANAGEMENT

CO1: Analyze the expanding environment of media and communication techniques and to assess the strengths, weaknesses, opportunities and threats (SWOT) of different kinds of promotional campaigns.

CO2: Examine the importance of market segmentation, position and action objectives to the development of an advertising and promotion program.

MARKETING RESEARCH

CO1: Ability to determine customer attitudes and preferences and also capable to learn about competitive products

CO2: Acquire knowledge of Test product features and proficient to determine market size and growth potential

CORPORATE STRATEGY

CO1: Acquire the knowledge of Strategic research - identifying, gathering, and verifying relevant data.

CO2: Develop expertise of evaluating and analyzing facts to identify opportunities and threats in the external environment and strengths and weaknesses within the organization (i.e., perform a situation/SWOT analysis).

SERVICES MARKETING

CO1: Acquiring the knowledge to understand the synergy of marketing helpful to create service productivity.

CO2: Capable to understand the service leadership and culture. and develop the professional skills to become the marketing manager.

Bachelor & Master of Commerce

Programme Outcomes (Pos):

Bachelor of Commerce (G)

- PO 1: Three years of Bachelors in Commerce program prepares students in the in the fundamentals of Commerce and Finance.
- PO 2: The curriculum focuses on number of specializations that endow students to face to face the modern-day challenges in commerce and business.
- PO 3: This program gives practical exposure to the students that make this program more value based
- PO 4: The all-inclusive outlook of the course offer a number job oriented courses ensures that students are trained into up-to-date knowledge.
- PO 5: Program demonstrates knowledge of key concepts underlying quantitative decision analysis
- PO 6: Program demonstrate a knowledge of economic theory as it relates to markets, firms, government policy, and resource allocation
- PO 7: Program equip the students with basic mathematical and statistical skills necessary for analysis of a range of problems in economics, actuarial studies, accounting, marketing, management and finance
- PO 8: Students learn interpersonal skills and gains an ability to exert in teams with better communication

Programme Specific Outcomes (PSOs):

The Bachelor of Commerce aims to provide students with the knowledge, tools of analysis and skills with which to understand and participate in the modern business and economics world, to prepare them for subsequent graduate studies and to achieve success in their professional careers. The emphasis is on development of skills required in the industry, research and higher educational fields. It will make the students able to perform professionally with social, cultural and ethical responsibility as an individual as well as in multifaceted teams with positive attitude. By virtue of the training they can become an Manager, Accountant , Management Accountant, cost Accountant, Bank Manager, Auditor, Company Secretary, Teacher, Professor, Stock Agents, Government jobs etc.,

- PSO 1 Demonstrate progressive affective domain development of values, the role of accounting in society and business
- PSO 2 Learn relevant financial accounting career skills, applying both quantitative and qualitative knowledge to their future careers in business.

- PSO 3 Students will learn relevant managerial accounting career skills, applying both quantitative and qualitative knowledge to their future careers in business.
- PSO 4: Students will be able to recognize features and roles of businessmen, entrepreneur, managers, consultant, which will help learners to possess knowledge and other soft skills and to react aptly when confronted with critical decision making
- PSO 5: Students will acquire the skills like effective communication, decision making, problem solving in day to day business affairs
- PSO 6: Demonstrate progressive learning of various tax issues and tax forms related to individuals. Students will be able to demonstrate knowledge in setting up a computerized set of accounting books
- PSO 7: Students can also acquire practical skills to work as tax consultant, audit assistant and other financial supporting services..
- PSO 8: Students will be able to prove proficiency with the ability to engage in competitive exams like CA, CS, ICWA and other courses
- PSO 9: Students will involve in various co-curricular activities to demonstrate relevancy of foundational and theoretical knowledge of their academic major and to gain practical exposure.
- PSO 10: Students will gain thorough systematic and subject skills within various disciplines of commerce, business, accounting, economics, finance, auditing and marketing
- PSO 11: Students will be able to do higher education and advance research in the field of commerce and finance.

Course Outcomes (Cos):

Subject Name: Business Organisation and Management

- CO 1** Use business terms and concepts when communicating.
- CO 2** Explain the financial concepts used in making business decision.
- CO 3** Use effective communication skills to promote respect and relationship.
- CO 4** Utilize information by applying a variety of business and industry software and hardware to major business function.
- CO5** Demonstrate a basic understanding of business management.

Subject Name: Financial Accounting

- CO1** Described various accounting concepts and double entry system of book keeping.
- CO2** Understands on how to deal with adjustments in Final accounts and also about preparation of accounting books for Non-Profit Organization.
- CO3** Acquired knowledge on various types of errors and on how to rectify those errors.
- CO4** Describe about preparation of Bank Reconciliation statement.

CO5 Calculation of Depreciation under Straight line and Write down value method.

CO6 Determination of insurance claim on fire accident.

CO7 Determination of profit / loss under Statement of affairs and Conversion method for the concerns having singly entry system of book keeping.

Subject Name: Computer Fundamentals

CO 1 Understand the meaning and basic components of a computer system.

CO2 To learn generation, classification and application of computers.

CO 3 Knowledge of computer equipment, including both hardware and software.

CO 4. To learn input devices and output devices in detail.

CO5. To learn memory and its types in detail.

CO 6. Introduced students to information, its need, use, characteristics and level of information.

CO7. Use word-processing software (MS-Word) to solve basic information systems problems.

Subject Name: Business Communication

CO1 Described about principles of effective communication.

CO2 Classifying the different kinds of business letters and its purpose.

CO3 Acquired knowledge about requirement of different types of correspondence and how to write the same.

CO4 Analyses and preparation of reports & minutes of meeting.

CO5 Described different forms of communication, its importance & need– Fax, E-mail etc.

Subject Name: Business Economics

CO1 Understand the scope and importance of business economics.

CO2 Describe about demand, supply concepts and demand forecasting.

CO3 Understand the concept of law of diminishing marginal utility and indifference curve.

CO4 Describe about variable proportion, law of returns to scale, BEP and economies of scale.

CO5 Understand about market structure and Price and output determination of different market.

Subject Name: Fundamentals of Money and Banking

CO 1 Students will understand the role of money and banks in the broader economy.

CO 2 Specifically, students should gain an understanding of the unique role of banks in the financial system.

CO 3 Students will also learn the relevance of the Federal Reserve and related central banking topics, including the causes, policy responses, and lessons associated with the current financial market crisis

Subject Name: Quantitative Techniques

- CO1.** Demonstrate the role of quantitative techniques in the field of business/industry, illustrate different types of equations, solve equations and system of equations, understand the concept of sets, illustrate and apply basic set operations.
- CO2.** Explain the rules for calculating derivatives, uses and application in calculating inter-relationship among total, marginal and average cost and revenue, calculate maxima, minima, elasticity, decide the optimal level of production for a firm.
- CO3.** Demonstrate the rules for calculating integration, describe the importance and application of integration in consumers' and producers' surpluses, total revenue and cost.
- CO4.** Illustrate matrix operation, minors, cofactors, use cofactor method to find inverse of a matrix, use Cramer's rule to solve systems of equations.
- CO5.** Demonstrate knowledge of basic concept of linear program, duality, capacity to solve linear programming problems', familiar with the basic techniques most commonly used in economic problems.

Subject Name: Advanced Financial Accounting

- CO1** Described about preparation of branch accounts, inter branch and head office accounts.
- CO2** Acquired knowledge on preparation of departmental accounts with respect to apportionment of overheads.
- CO3** Calculation of interest on hire purchase and installment system.
- CO4** Described about new profit sharing ratio and calculation of profit during admission of a new partner and retirement of partner.
- CO5** Computing the accounting treatment during death of a partner and dissolution of a partner.

Subject Name: Environment Science

- CO1** Understand the concepts and methods from ecological and physical sciences and their application in environmental problem solving
- CO2** Appreciate the ethical, cross-cultural, and historical context of environmental issues and the links between human and natural systems.
- CO3** Apply systems concepts and methodologies to analyze and understand interactions between social and environmental processes.

CO4 Reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world.

Subject Name: Mercantile Law

CO1 Understand the legal rules regarding contract.

CO2 Knowledge on rules necessary for legal enforcement.

CO3 Awareness of rules regarding signing of the contract.

CO4 Describe about different kinds of performances of the contract.

CO5 Identification of rules and regulations of sale of goods act and Partnership Act.

Subject Name: Corporate Accounting

CO 1 Enabling the students to understand the features of Shares and Debentures

CO 2 Develop an understanding about redemption of Shares and Debenture and its types

CO 3 To give an exposure to the company final accounts

CO 4 To provide knowledge on Goodwill

CO 5 Students can get an idea about internal reconstruction

Subject Name: E- Commerce

CO1 Understand the concept of E-Commerce and Describe the opportunities and challenges offered by E-Commerce

CO2 Able to handle electronic payment technology and requirements for internet based payments

CO3 Understand the categories of E-Commerce and understand the different applications of E-Commerce

CO4 To understand and identify security issues of E-Commerce **CO-V** Understand the concept of WEB Based Business Understand the M-Commerce applications

Subject Name: Organizational Behaviour

CO 1 To equip the students with the basic idea and introduction on organizational behavior as a concept

CO 2 To give a light on the concept and difference theories on motivation

CO 3 Explain and helps the students to gain more knowledge on Group Behavior

CO 4 To introduce the concept of leadership

CO 5 Understand the concept of conflict management

Subject Name: Banking Theory Law And Practice

- CO1 Understand and aware about the process of banking.
- CO2 Comprehend the knowledge about growth of the Indian banking system.
- CO3 Describe the functions of RBI.
- CO4 Grasp about E-Banking in detail.

Subject Name: Income Tax

- CO1 To equip the students with thoughts and points on assessment of firms
- CO2 Impart knowledge on the provisions of Income tax law and practice and make students compute the assessment practices under the various heads of income.
- CO3 Acquire knowledge about taxation, Rates of tax & Residential status.
- CO4 Described about the provisions of salary income, House property & business or profession and their computation.
- CO5 Enhance assessment of Individuals filing of returns and PAN.
- CO 6 Understand the concept of deductions under the section 80C.

Subject Name: Cost Accounting

- CO1 Understand the concepts of cost accounting and to expertise in presenting cost center & profit center.
- CO2 Proficiency in preparing cost sheet with & without stock adjustment.
- CO3 Gain expert knowledge on Materials cost and its methodologies.
- CO4 Computation of wages under different methods of wage payment.
- CO5 Explore in depth knowledge on classification of overheads.

Subject Name : Principles of Auditing

- CO1 Described about the concept of auditing, types and methods of auditing.
- CO2 Acquired knowledge about vouching of cash & credit transaction, verification of assets & liabilities.
- CO3 Described about preparation of different methods & auditors responsibility regarding depreciation & reserves.
- CO4 Comprehend the knowledge about appointment of different types of auditor, their rights and duties.
- CO5 Acquired knowledge about audit in EDP environment.

Subject Name: Corporate Law

- CO 1 Know about the concept of company and shares.
- CO2. Know about the company law in the India.

CO3. Understand the use of the memorandum of association and article of association in a company, they also learn from this course.

CO4. Use of prospectus in a company.

CO5. Understand the relationship between company and debenture holders.

Subject Name: Business Ethics and Corporate Governance

CO 1 Compare and analyse the corporate governance issues involved in business and the workplace

CO2. Compare and analyse the role of stakeholders and corporate managers' moral obligations in business decision making.

CO3. Apply regulatory requirements to develop appropriate board and committee functions and structures.

CO4. Apply corporate governance best practice principles and recommendations to achieve appropriate business practice.

CO5. Analyse and explain economic, social and environmental sustainability issues relating to business practice

Subject Name: Business Environment

CO1 Describe the concept of different types of environment.

CO2 Gained knowledge on business and strategic decision.

CO3 Acquired knowledge on provisions of Indian constitution pertaining to business.

CO4 Comprehend the knowledge about the social responsibility of business.

CO5 Acquired knowledge about GDP, Financial environment, RBI stock exchange, IDBI, NBFC.

Subject Name: Management Accounting

CO 1 To enlighten the students thought and knowledge on management Accounting

CO 2 Helps to give proper idea on financial statement analysis in practical point of view

CO 3 To introduce the concept of fund flow and cash flow statement

CO 4 To provide knowledge about budget control keeping in mind the scope of the concept

CO 5 To develop the know-how and concept of marginal costing with practical problems

Subject Name: Indian Economy

CO1 Understand the Economic development and economic growth.

CO2 Describe about poverty, population and unemployment.

CO3 Acquired knowledge about the agriculture and Public distribution System.

CO4 Describe about the small scale, large scale and cottage industries.

CO5 Understand about the 1 to 12th five year planning in India.

Subject Name: Operation Research

CO1 Describe the Concept of Operation Research.

CO2 Analyse the various techniques of solving problem.

CO3 Calculation of LPP and its limitations.

CO4 Applications of LPP in business and the students will be able to solve Problems using simplex method.

CO5 Computation of transportation problem and application of Game theory.

Subject Name: Entrepreneurship

CO1 To aiming to develop students about Entrepreneurship development

CO2 To create an awareness on various Entrepreneurship Development Programme

CO3 To enable them to understand project formulation

CO4 To familiarize the students with EDP schemes

CO5 To give an introduction about MSME, EDI and other training institutes in Entrepreneurship

Subject Name: Security Analysis and Portfolio Management

CO1 To help them to understand security analysis

CO2 To create awareness about risk and return of different investments

CO3 To enlighten the evolution of securities and derivatives

CO4 To make them understand the investment decisions and portfolio performance

PROGRAMME OUTCOMES (POS):

M.Com

PO1: the program will help students to develop business insight, managerial skills and abilities and become capable of maintaining business accounts.

PO2: student will be able to communicate effectively both in terms of corporate world as well as at social interaction.

PO3: the programme will induce entrepreneurship spirit among students and encourage them to participate effectively in business, social and civic issues eventually leading to national development.

PO4: the programme will develop the ability to think critically and independently translating into a well developed personal value system.

PO5: the programme will focus on the knowledge and skills that will be demonstrated in the programme.

PO6: the programme will develop the ability to explain, apply, interpret, create, design to make concrete and explicit the actions and behaviours that a student should be able to demonstrate.

PROGRAMME SPECIFIC OUTCOMES

M.com

PSO1: student will be able to understand the role of businessmen, entrepreneurs and managers. Also the students are able for critical decision making.

PSO2: programme provides learning environment to the students through which students can be made aware of the global and national outlook of the economy.

PSO3: the students will be benefited with the skills necessary for effective communication and decision making technique which are useful in day to day business problems.

PSO4: through this programme the students will engage in various co-curricular activities. The programme can also exhibit their theoretical knowledge and gain practical exposure to corporate world.

PSO5: students can also attain practical skills/ 'knowledge to work as tax consultants, audit assistant etc.

PSO6: the programme provides platform for the researchers to get new dimensions for the economy.

PSO7: students will be able to go for higher education and advance research in the field of commerce and finance.

PSO8: students are able to understand and develop logical, ethical and professional behaviour.

PSO9: the programme also helps the students to demonstrate specialised skills, knowledge and ability to nurture them for tackling the different situations of the life for their overall development.

COURSE SPECIFIC OUTCOMES

ACCOUNTING FOR MANAGERIAL DECISION

CO1: this subject provides detailed insight into accounting regulations and accounting aspects of companies.

CO2: to know about the stages and process of standard setting by ICAI in India along with the compliance and applicability of accounting standards in India.

CO3: to understand the budgets and also gain knowledge about various type of budgets and budgetary control.

CO4: To learn about the financial status with the help of ratio analysis and also understand the concept of cost –volume profit analysis and decision making in Accounting and reporting

CO5: it also covers contemporary issues in accounting: Price level accounting; Value chain analysis; Activity-based costing; Quality costing; Kaizen Costing Target and life cycle costing.

BUSINESS STATISTICS

CO1: the subject will enable students to understand correlation and regression analysis, Probability distribution: Binomial, Poisson and normal distribution.

CO2: Will learn the Hypotheses testing, Sampling tests – Large and small Sample tests – Z-Test, T-Test.

CO3: The course will help students to understand parametric and Non-Parametric tests. Chi Square Test: Independent of Attributes & Test of Goodness of fit.

CO4: course will enable the students to understand concepts of Type I& Type II errors, Level of Significance, Confidence Interval, Acceptance & Critical Regions, One tailed & two tailed test.

MANAGERIAL ECONOMICS

CO1: this will enable the students to understand the meaning and nature of managerial economics and theories of consumer choice.

CO2: the course will acquaint the student with cost theory and estimation, Economic concept of cost. Types of markets and characteristics of different market structures;

CO3: this will also enable the students to understand the nature and phases of a Business cycle, Inflation, Inflation in terms of demand-pull and cost-push factors, Effects of inflation. Monetary and Fiscal Policy.

CO4: this will also enable students to understand the various macroeconomic indicators.

COMPUTER FUNDAMENTAL FOR BUSINESS

CO1: to know the basics of computer system, computer software & hardware and information processing system.

CO2: to understand the Number System: Bit, Byte, Binary, Decimal, Hexadecimal, and Octal Systems, Conversion from One System to the other.

CO3: To learn about computer network & communication: network types, network topologies, network communication devices, physical communication media, OSI, network protocol (TCP/ IP), internet and its applications: E-mail, TELNET, FTP, World Wide Web, internet chatting.

CO4: to learn about Word Editing Features, Formatting Features, Saving, Printing, Table Handling, Page Settings, and Spell-Checking.

CO5: to gain knowledge of Spreadsheet: Workbook, Worksheets, Data Types, Operators, Cell Formats, Freeze Panes, Editing Features, Formatting Features, Creating Formulas, using Formulas, Sorting, Filtering, Functions, Charts and Graphs.

CO6: Presentation Graphics Software: Templates, Views, Formatting Slide, Slides with Graphs, Animation, Using Special Features, Presenting Slide Shows.

ENTREPRENEURSHIP DEVELOPMENT

CO1: To know the basics of Entrepreneurship, Factors & Problems (Operational and Non-Operational) and Obstacles.

CO2: To understand the Theories of Entrepreneurship, Schumpeter's, Ducker's and Walker's views on Entrepreneur.

CO3: To learn about the converting business opportunities into reality, feasibility Report and analysis, Entrepreneurial Problems.

CO4: To be familiar with External Environment Analysis, Venture Capital, entrepreneurship Development Programmes in India.

BUSINESS ENVIRONMENT

CO1: systematically explores the external environment: legal & regulatory, macroeconomics, cultural, political and technological.

CO2: to know the Economic Environment, industrial policy, an overview of five year plans and Niti Aayog, fiscal policy, RBI- Role and functions, monetary policy, EXIM policy, public sector and economic development, New economic policy: Economic reforms , and also an introduction to Special Economic Zones (SEZs).

CO3: discuss the supply and demand theory and its impact on insurance.

CO4: explain the effects of government policy on the economic environment.

CO5: discussing the Stock Exchanges, Role and functions of SEBI as regulator of financial markets.

MANAGEMENT PROCESS & ORGANIZATIONAL BEHAVIOUR

CO1: to discuss and communicate the evaluation of management and Emergence of Management Thought – Classical, Neo-Classical and Modern Theories and how it will affect future managers.

CO2: to identify and explain Planning and Decision Making Process, Creativity in Decision Making Techniques and also identify some skills required for the contemporary management practices.

CO3: to have the in-depth understanding of the process of motivation and theories of motivation.

CO4: to know the various leadership styles to anticipate the consequences of each leadership style.

CO5: to make the students to practice the process of management functions: Planning, organizing, staffing, directing and controlling.

CO6: to discuss Organizational Behaviour and Models of OB, Contributing Disciplines to OB: Emerging Challenges for OB, Foundations of Individual Behaviour, understanding of Attitudes, perception, Personality, and Learning.

STRATEGIC FINANCIAL MANAGEMENT

CO1: will enable the students to understand the financial policy and strategic planning, risk and uncertainty.

CO2: to explain financial strategy for capital structure, strategy for shareholders value maximization.

CO3: the course will acquaint the students with the expansion and restructuring: merger and amalgamations, divestment strategy and evaluation of merger proposal.

CO4: the course will help students to understand the leasing, venture capital, fiscal incentives and capital rationing.

CO5: it will make students to understand the financial strategy, corporate strategy and shareholder value creation.

MARKETING MANAGEMENT

CO1: to know the concept of Marketing and various problems in marketing

CO2: the course will enable students to understand the basis for market segmentation, branding, trade mark and product life cycle.

CO3: it will make student familiar with Price strategies, distribution channels and also the factors affecting choice of distribution channels.

CO4: to learn the strategies for new product planning and development branding, packaging, labelling and pricing decision strategies.

CO5: to ensure the students to understand the product promotion techniques and various issues and complexities advertising.

BUSINESS RESEARCH METHODS

CO1: to understand a meaning and concept of research design.

CO2: the students will be able to identify the process of designing a research study from its initiation to the report.

CO3: the course make student familiar with ethical issues in research.

CO4: to explain the sampling techniques, methods and hypothesis testing. t-test, Z-test, chi square test.

CO5: student should know the analysis of variance; factor analysis, cluster analysis, report preparation and presentation, use of computers in research, essential qualities of research report.

HUMAN RESOURCE MANAGEMENT

CO1: the subject makes students aware of basic aspects of human resource management to understand the functioning of human resource management in an organizational setting.

CO2: it enables students to understand the importance and scope of Human Resource Management in India.

CO3: students will be able to understand the concept of Recruitment and Selection- Sources of Recruitment, Selection Process, Test, Types and methods of Methods of Training.

CO4: to gain an insight about the wages and salary Administration, Wage Boards and Pay Commission, Wage Incentive, Fringe Benefits, Employees Welfare, Safety and Health Measures, Redressal of Grievances.

CO5: to understand the TQM Quality circles and Quality control, Quality of Work Life, Work Life Balance.

CO6: to make student able to develop strategic action plans about HRM, Industrial Relations, Parties to Industrial relations. And also Trade Union, Problems of Trade Unions, Causes for Industrial Disputes, Settlement of Industrial Disputes.

FINANCIAL MANAGEMENT

CO1: course will enable the students to understand the meaning and nature of financial management and also the concept of cost of capital.

CO2: this will acquaint students with the leverages, capital structure and dividend decisions.

CO3: it will help students to understand the detailed concept of capital budgeting decisions with its various methods and risk analysis pertaining to capital budgeting decisions.

CO4: will enable the students to understand the concept of corporate and financial restructuring.

INTERNATIONAL BUSINESS ENVIRONMENT

CO1: will enable the students to understand the meaning and nature of international business environment, international trade and protection.

CO2: will acquaint the students with the international factor movements, multinational firms and FDI, Political economy of trade, WTO.

CO3: will help students to understand the international macroeconomics, National income accounting and balance of payments.

CO4: it will enable the students to understand the concept of international monetary system and international capital markets.

CO5: student will acquire the knowledge of International Economic Environment, Institutional support to International business- UNO, IMF, World Bank, UNCTAD, International financial environment, International Monetary System, Management of risk in foreign exchange markets; Foreign Direct Investment.

CO6: Will acquaint the students with the International Economic Cooperation and Agreements, SAARC, SAPTA, Indo-Lanka Free Trade Agreements, NAFTA.

CO7: Will help students to gain understanding pertaining to IMF, WB, ADB, UNCTAD, IMODO and WTO.

SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

CO1: students will gain a comprehensive understanding of the concept of security portfolio management

CO2: course caters the needs of the industry by providing the skilled students who are able to take managerial decisions by implementing qualitative techniques and operational research.

CO3: students will gain skills of building portfolio with the help of Markowitz's model, Sharpe's Index Model and capital assets pricing model.

CO3: students will understand the techniques of portfolio performance evaluation.

CO4: student will acquire the knowledge of Capital Market Theory: CAPM theory, Assumptions, CAPM Model. Portfolio Revision and Evaluation, strategies of portfolio revision, constrain in portfolio revision.

CO5: student will understand the Fundamental Analysis & Technical Analysis Economic Analysis Industry.

PROJECT MANAGEMENT

CO1: The course will emphasize on imparting the knowledge, skills, tools and techniques involved in carrying out project.

CO2: manage the scope, cost, timing and quality of the project.

CO3: make students aware about Concepts of Project Management, Meaning and definition of Project, characteristics of a project, Project Life Cycle Phases, Role of a Project Manager, The Planning Process: Work Breakdown Structure, Cost Planning – tools & techniques, cost estimation, Time Planning – tools & techniques.

CO4: will enable student to understand the Project Appraisal: Technical Feasibility, Economic Feasibility, Financial Evaluation, Appraisal Under Risk and Uncertainty, Sensitivity Analysis, Social Cost Benefit Analysis: Rationale, Fundamentals of Shadow Pricing, Basic approaches to Social Cost Benefit Analysis to achieve project success.

CO5: course will emphasize on efficient utilisation of technology; Graphic Presentation of Project Scheduling: Graphic representation of project activities, Network Analysis, Network Techniques: PERT and CPM. Resource Allocation, Overview of MS-Project 2000.

CO6: will enable the student to understand the Project Control: Project direction, co-ordination & control, project cost evaluations & cost control, Interface with industrial sickness, project monitoring & MIS.

FINANCIAL SERVICES

CO1: this course gives students an insight about Indian Financial System and its history, operating procedure and its relevance in Import & Export.

CO2: course will enable students to make an insight in Mutual funds and AMCs: Concept, origin and growth of mutual funds, Constitution & management of MFs - Sponsors, Trustees, AMCs, and custodians, credit rating agencies in India and International credit rating agencies.

CO3: will enable concept and development of leasing, business, difference between leasing & hire purchase, types of leasing business, advantages to lessor and lessee, Tax aspect of leasing.

CO4: course will emphasize on concepts and characteristics of venture capital, venture capital in India, guidelines for venture capital.

CO5: make students aware about Origin and development of merchant banking in India scope, organizational aspects and importance of merchant bankers, guidelines of SEBI w.r.t. Merchant bankers.

CO6: make students to understand the debt Securitization, development of factoring types & importance, procedural aspects in factoring, financial aspects, prospects of factoring in India and Plastic Money: Concept and different forms of plastic money - credit and debit cards, pros and cons.

INTERNATIONAL FINANCIAL MANAGEMENT

CO1: to provide an introduction to international finance theory exchange rate determinants, foreign exchange exposure, foreign exchange markets, interest rate parity.

CO2: to provide an insight to Theories of International business, international business methods, recent changes and challenges in IFM.

CO3: to enable the students to understand International Financial Management Globalization of International Financial Management.

CO4: to develop International Capital Budgeting: Net Present Value and its drawbacks, Adjusted Net Present Value, analysis of international capital budgeting, Direct Investments, Foreign exchange risk and its impact on capital budgeting.

CO5: will enhance the knowledge of Bond Financing, Loan Financing, Securitized Financing (GDR and ADR).

CO6: to teach students international CAPM and cost of capital of a Foreign Investment, the capital structure of MNCs, cost of capital in segmented versus integrated markets.

CO7: to make student to understand Export - Import bank of India, Financing in the short-term and in the long -term, managing net working capital.

SERVICE MARKETING

CO1: to understand the importance of services and the seven Ps of services.

CO2: demonstrate knowledge about service design, service quality, and the gaps model of service quality.

CO3: Better understanding of the demand and capacity management, yield management.

CO4: understand the concept of Employees' Role in Service Delivery; Customers' Roles in Service; Delivering Services through International and Electronic Channels, Managing Demand and Capacity, Integrated Services Marketing Communications; Pricing of services.

FINANCIAL DERIVATIVES

CO1: To make students to understand genesis of derivatives trading by tracing its historical development, types of traded derivatives products, regulation and policy

developments, trend and growth, future prospects and challenges of derivative market in India

CO2: will enable students to know the Swaps, Structure of Swaps, Interest Rate Swaps, Currency Swaps, Commodity Swaps, Swap Variant Swap Dealer Role, Equity Swaps, Economic Functions of Swap Transactions - FRAs and Swaps.

CO3: demonstrate critical thinking along with analytical and problem solving skills in the context of derivatives pricing and hedging practice.

CO4: exhibit an understanding of pricing forwards, futures and options contracts.

CO4: Explain Option Markets in India on NSE and BSE. Option Pricing – Intrinsic Value and Time Value- Pricing at Expiration – Factors Affecting Options pricing- Put-Call Parity Pricing Relationship- Pricing Models

INTERNATIONAL MARKETING MANAGEMENT

CO1: the course provides the knowledge about International Marketing Environment to the students.

CO2: To know the concept of International Marketing, problems in international marketing and ways to be international.

CO3: To understand the external marketing environment and different International market entry strategies.

CO4: To be familiar with different techniques of foreign market selection, their segmentation, positioning.

CO5: How to make successful International Marketing Plan, Organising and controlling, evaluating the Impact of globalisation.

CO6: To learn the New Product planning & development, branding, Packaging and Labelling, Pricing Decisions and Strategies.

CONSUMERS BEHAVIOUR

CO1: students will gain a comprehensive understanding regarding consumer behaviour, techniques, process and develop the understanding of the consumer behavior.

CO2: student will understand about the Consumer Behavior& Marketing, Stages in Marketing, Application of Consumer Behavior Science, Changing Role of Product, Marketer and Consumer.

CO3: student will understand about the Learning Theories: Stimulus Response Theory, Generalization, Cognitive Learning Theory, and Branding. Attitude Formation of Attitude, Attitude Motivate, Role of Influences- Influences of Family, Influence of Groups & Peers, Influence of Media.

CO4: student will learn about the Concept of Motivation – Motivation Process, Positive & Negative Motivation – Integrity of Motivation – Hierarchy of Needs – Emerging Concept of Involvement, and External Determinants of Buying Behavior: Family, reference group and social class; Influence of culture; Sub-cultural aspects of consumer behavior, Models of buyer behavior.

CO5: will enable the students to learn about Consumer Protection: Role of Government, Consumer Protection Legislation in India, Role of Media – Ethics in Business and its relevance to the study of Consumer Behavior.

CORPORATE PERFORMANCE MEASUREMENT

CO1: this course introduces students to the types of managerial information used to effectively and efficiently run the business.

CO2: student will know about the performance goals and incentives and the use of diagnostic tools and control and performance measurement using Economic Value Added (EVA); Comparison between Return on Investment (ROI) and EVA methodology of measuring performance

CO3: student will aware about how to measure the Corporate Performance through Balanced Scorecard and its value creation potential;. Rationality behind balance score card; performance dimensions of the balance score card; Throughput Accounting.

CO4: student will learn about Information Systems aspects of management control; Control-needs of Information flow.

CO5: student will gain the knowledge of Management Control System and its applications; Responsibility Accounting-Meaning and Methodology, types of responsibility centres.

CO6: student will become familiar with organizational structure of responsibility centres; objectives and methods of transfer pricing, pricing corporate services and administration of transfer pricing.