



BUNTS SANGHA'S

# S.M.SHETTY COLLEGE OF SCIENCE, COMMERCE & MANAGEMENT STUDIES

PERMANENTLY AFFILIATED TO UNIVERSITY OF MUMBAI

IMC RBNQ Certificate of Merit  
ISO 21001 : 2018 Certified

Criterion No. II

2.6.1 Programme and course outcomes for all Programmes offered by the institution are stated and displayed on website and attainment of POs and COs are evaluated.

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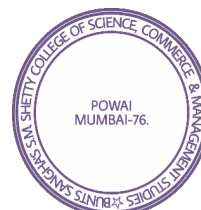
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**Dr. Sridhara Shetty**  
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**Programme Outcomes  
&  
Programme Specific Outcomes**

<b>Bachelor of Commerce</b>					
<b>Programme Outcome</b>					
<b>PO1</b>	To apply the knowledge of accounting and technical skills in the core courses.	<b>Competency 1</b>	Demonstrate Competency in Accountancy and Financial Management	<b>Performance Indicator 1</b>	Apply Accountancy Concepts like Final Accounts, Departmental Accounts, Ratio Analysis, Working Capital Management
		<b>Competency 2</b>	Demonstrate Competency in Mathematical and Statistical Techniques	<b>Performance Indicator 2</b>	Apply mathematical techniques such as permutation, combination & linear programming, time series, index numbers, Interest and Annuity
		<b>Competency 3</b>	Demonstrate Competency in Computer Systems & Applications	<b>Performance Indicator 3</b>	Apply Computer applications such as MySQL, E-Commerce, Advanced Spread sheet, Visual Basic
<b>PO2</b>	Develops the skill to think critically on abstract concepts of accounting.	<b>Competency 1</b>	Demonstrate Competency in Management Accounting	<b>Performance Indicator 1</b>	Apply techniques like Comparative & Trend Analysis of Financial Statements, Capital Budgeting
		<b>Competency 2</b>	Demonstrate Competency in Accounting Standards, Inventory Valuation & Cost Accounting Techniques	<b>Performance Indicator 2</b>	Apply techniques of Buy Back of Shares, Internal & External Reconstruction, Investment Accounting, Inventory Valuation, Marginal Costing & Standard Costing
		<b>Competency 3</b>	Demonstrate Competency in Direct Tax and GST	<b>Performance Indicator 3</b>	Apply techniques to compute Residential Status, Taxable Income, Registration for GST, Scope of Supply, GST Liability
<b>PO3</b>	To impart the various skills like accounting skills, managerial skills, communication skills etc.	<b>Competency 1</b>	Demonstrate Competency in Project Planning, Entrepreneurship	<b>Performance Indicator 1</b>	Apply techniques of Project Planning & Feasibility Study, Licensing & Registration, Entrepreneurship Growth
		<b>Competency 2</b>	Demonstrate Competency in Business and	<b>Performance Indicator 2</b>	Apply Techniques of Language and Writing Skills, Business Correspondence,

			Professional Communication		Presentation Skills and Group Communication
		<b>Competency 3</b>	Demonstrate Soft skills for Effective interpersonal communication	<b>Performance Indicator 3</b>	Apply techniques of Leadership Skills and Team Building
<b>PO4</b>	To gear up with updated knowledge in implementing business practices.	<b>Competency 1</b>	Demonstrate Competency in various branches of Economics	<b>Performance Indicator 1</b>	Apply techniques of Foreign Exchange Markets, Commercial Policy, International Trade & Economic Organizations, Micro & Macro Economics, Banking & Financial Markets, Public Finance
		<b>Competency 2</b>	Demonstrate Competency in Advertising, Brand Building & Ad Agency Management	<b>Performance Indicator 2</b>	Apply techniques of Integrated Marketing Communications, Media Research, Planning Advertising Campaign
		<b>Competency 3</b>	Demonstrate Competency in Indian Contract Act, Negotiable Instruments Act, Sale of Goods Act, Indian Companies Act, Indian Partnership Act, Consumer Protection Act, Intellectual Property Rights, Competition Act	<b>Performance Indicator 3</b>	Apply techniques of provisions of various Acts, Preparation of Memorandum & Articles of Association, Partnership Deed, LLP
<b>PO5</b>	To prepare students for post graduate studies and to achieve success in their professional careers.	<b>Competency 1</b>	Demonstrate competency in Tourism Management, Agricultural & Industrial Development	<b>Performance Indicator 1</b>	Apply techniques of Tourism Typology & Ecotourism, Corporate Social Responsibility, ISO 14000 & 16000
		<b>Competency 2</b>	Demonstrate Basic Information on Competitive Examinations and Soft Skills for Competitive Examinations	<b>Performance Indicator 2</b>	Apply techniques of time management, goal setting, writing skills, logical reasoning and quantitative techniques
		<b>Competency 3</b>	Demonstrate Ethical Behavior and	<b>Performance Indicator 3</b>	Apply techniques of Financial Reporting,

			Implications for Accountants		Company Code of Ethics, Corporate Governance, IFAC Code of Ethics for Professional Accountants
<b>Programme Specific Outcome</b>					
<b>PSO1</b>	Learners venture into Managerial positions, Accounting areas, Banking Sectors, Auditing, Company Secretary ship, Teaching, Stock Agents, Administrative In charge, Finance Positions, Marketing Executives, Government Employment etc.	<b>Competency 1</b>	Demonstrate an ability to work in Accounting & Finance Sector	<b>Performance Indicator 1</b>	Apply techniques of Financial, Cost, Auditing and Management Accounting
		<b>Competency 2</b>	Demonstrate an ability to work in Marketing and Human Resource Position	<b>Performance Indicator 2</b>	Apply Techniques of Marketing Management, Advertising & Publicity, Sales & Distribution, Human Resource Management
		<b>Competency 3</b>	Demonstrate an ability to work in Banking, Administrative and Government Sector	<b>Performance Indicator 3</b>	Apply techniques of Business Administration, Entrepreneurship, General Management
<b>PSO2</b>	Enables learners to pursue different Professional examinations like CA, CS, CAT, CMA, MPSC, UPSC etc.	<b>Competency 1</b>	Demonstrate an ability to pursue Professional Finance Courses like CA, CS, CMA, CFA, etc.	<b>Performance Indicator 1</b>	Apply Techniques of Auditing, Financial, Cost, and Management Accounting
		<b>Competency 2</b>	Demonstrate an ability to pursue CAT, CET, UPSC, examinations	<b>Performance Indicator 2</b>	Apply techniques of Mathematical & Statistical Techniques
<b>PSO3</b>	Promotes to move further towards higher education and research in the field of Commerce, Management and Accounting.	<b>Competency 1</b>	Demonstrate an ability to Pursue higher education in Accountancy (MCOM)	<b>Performance Indicator 1</b>	Apply techniques of Advanced Accountancy, Cost and Management Accounting
		<b>Competency 2</b>	Demonstrate an ability to Pursue higher education in Management (MBA)	<b>Performance Indicator 2</b>	Apply techniques of General Management Practices, Marketing Management, Human Resource Management and Professional Communication Skills
		<b>Competency 3</b>	Demonstrate an ability to pursue	<b>Performance Indicator 3</b>	Apply Techniques of Environmental

			higher education in teaching and research		Management, Business Communication, Research and Indian Constitutional Framework
PSO4	Imbibes amongst students the qualities to demonstrate Progressive learning of various tax issues and tax forms related to individuals and businessmen and setting up their own business startup.	Competency 1	Demonstrate an ability to pursue Direct Taxation towards Individuals	Performance Indicator 1	Apply techniques of Tax Management and Planning
		Competency 2	Demonstrate an ability to pursue Indirect Taxation towards Individuals	Performance Indicator 2	Apply techniques of Tax Management in GST
		Competency 3	Demonstrate an ability to pursue family business or own startup	Performance Indicator 3	Apply techniques of Entrepreneurship and Business Development, Laws Related to Business



  
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## Bachelor of Commerce (Accounting & Finance)

### Programme Outcome

PO1	The program is inclusive of many courses which offers a number of value based and job oriented skills and ensures learners are trained with fundamental and contemporary knowledge	Competency 1	Demonstrate Competency in contemporary issues in Foundation Course	Performance Indicator 1	Apply value based on multi-cultural diversity, explore the gender disparities and inequalities
		Competency 2	Demonstrate job oriented skills in Financial Management, Taxation, Management Accounting and Cost Accounting	Performance Indicator 2	Apply the accounting techniques such as analysis of financial reports and calculation of taxable income and GST
		Competency 3	Demonstrate fundamental skills in Economics	Performance Indicator 3	Apply the theories of demand and supply and pricing practices
PO2	The practical exposure in this program will equip the student to face modern - day challenges in the field of Accounting and Finance through the usage of modern day tools of analysis and interpretation of accounting and financial information	Competency 1	Demonstrate recording and reporting skills in Financial Accounting and Auditing	Performance Indicator 1	Apply Financial Accounting concepts such as preparation of final accounts and auditing skills of audit report preparation
		Competency 2	Demonstrate analytical and interpretation skills in Management Accounting	Performance Indicator 2	Apply Management Accounting concepts of preparation of vertical statements and it's analysis
		Competency 3	Demonstrate skills in Financial Management	Performance Indicator 3	Apply Financial Management concepts of Indian Financial System and its analysis and interpretation
PO3	It helps learners to acquire conceptual knowledge of various types of accounting and to impart skills for recording the business transactions, preparation and analysis of accounts of corporate sectors	Competency 1	Demonstrate competency in recording of transactions and preparation of reports in Cost Accounting and Financial Accounting	Performance Indicator 1	Apply techniques of Buy Back of Shares, Internal & External Reconstruction, Investment Accounting, Inventory Valuation, Marginal Costing & Standard Costing




		<b>Competency 2</b>	Demonstrate Competency in Management Accounting	<b>Performance Indicator 2</b>	Apply techniques like Comparative & Trend Analysis of Financial Statements, Capital Budgeting
		<b>Competency 3</b>	Demonstrate Competency in Direct Tax and GST	<b>Performance Indicator 3</b>	Apply techniques to compute Residential Status, Taxable Income, Registration for GST, Scope of Supply, GST Liability
<b>PO4</b>	It enables learners to venture into the fields of professionals/ managers / entrepreneurs / accountants.	<b>Competency 1</b>	Demonstrate competency in professional field of Information Technology	<b>Performance Indicator 1</b>	Apply techniques of MS Office and Creation of pages
		<b>Competency 2</b>	Demonstrate competency in professional field of Accounting	<b>Performance Indicator 2</b>	Apply technique of preparation of partnership final accounts and transactions of foreign currency
		<b>Competency 3</b>	Demonstrate competency in entrepreneurship through Business Environment	<b>Performance Indicator 3</b>	Apply the concepts of Business Ethics and environmental analysis of business
<b>PO5</b>	This program will also give them an improved sense of greater communication skills, analytical skills, self-confidence and self-efficacy and an awareness of their responsibilities as professionals in their field	<b>Competency 1</b>	Demonstrate Competency in Business and Professional Communication	<b>Performance Indicator 1</b>	Apply Techniques of Language and Writing Skills, Business Correspondence, Presentation Skills and Group Communication
		<b>Competency 2</b>	Demonstrate Soft skills for Effective interpersonal communication	<b>Performance Indicator 2</b>	Apply techniques of Leadership Skills and Team Building
		<b>Competency 3</b>	Demonstrate self-confidence and self - efficacy in understanding and managing stress	<b>Performance Indicator 3</b>	Apply techniques of Stress Management and conflict handling
<b>PO6</b>	The learners are able to identify the social and environmental issues and challenges	<b>Competency 1</b>	Demonstrate Human Rights and redressed of the violation through	<b>Performance Indicator 1</b>	Apply Human Rights Provisions and redressal of the

	and contribute towards it.		Foundation Course		violation of human rights
		<b>Competency 2</b>	Demonstrate Competency in Project Planning, Entrepreneurship	<b>Performance Indicator 2</b>	Apply techniques of Project Planning & Feasibility Study, Licensing & Registration, Entrepreneurship Growth
		<b>Competency 3</b>	Demonstrate professional ethics and business ethics related with social challenges	<b>Performance Indicator 3</b>	Apply professional ethical aspects and Business Ethical aspects
<b>Programme Specific Outcome</b>					
<b>PSO1</b>	The program helps aspirants to acquire knowledge of various courses such as Financial Accounting, Taxation, Financial Management, Auditing, Managerial Economics, Business Law, Business Communications, Foundation Course etc.	<b>Competency 1</b>	Demonstrate competency in Financial Accounting and Auditing	<b>Performance Indicator 1</b>	Apply techniques of recording and analyzing business transactions and systematic verification of records and it's reporting
		<b>Competency 2</b>	Demonstrate the skill by opting the profession of tax consultant	<b>Performance Indicator 2</b>	Apply the various rules for computing the Income tax liabilities and GST
		<b>Competency 3</b>	Demonstrate competency in various sections and case laws applicable in general business and companies	<b>Performance Indicator 3</b>	Apply the Companies Act, Income Tax Act, Contract Act etc. applicable for business enterprises
<b>PSO2</b>	The learners will demonstrate progressive learning in the application of theory, principles, values and techniques of Management and Accounting in industry and in corporate world	<b>Competency 1</b>	Demonstrate the skill of preparing reports and analyzing the same	<b>Performance Indicator 1</b>	Apply the skill of preparing vertical statements and analyzing the statements using Ratio Analysis and other analytical tools
		<b>Competency 2</b>	Demonstrate the competency of Financial Management	<b>Performance Indicator 2</b>	Apply the concepts of Leverages, Budgeting, Security Analysis and Portfolio Management

		<b>Competency 3</b>	Demonstrate the skill of Management Accounting	<b>Performance Indicator 3</b>	Apply the concepts of Cash Flow Statements, Working Capital estimation etc.
<b>PSO3</b>	Learners will be able to prove proficiency required to appear in competitive examinations like MBA, CA, ACCA, CS, CMA and other courses	<b>Competency 1</b>	Demonstrate an ability to pursue Professional Finance Courses like CA, CS, CMA, CFA, etc.	<b>Performance Indicator 1</b>	Apply Techniques of Auditing, Financial, Cost, and Management Accounting
		<b>Competency 2</b>	Demonstrate an ability to pursue CAT, CET, UPSC, examination	<b>Performance Indicator 2</b>	Apply techniques of Mathematical & Statistical Techniques
		<b>Competency 3</b>	Demonstrate ability to pursue higher studies in Management	<b>Performance Indicator 3</b>	Apply techniques of Principles of Management and Business Environment
<b>PSO4</b>	Learners will also acquire practical skills to work as tax consultant, audit assistant and other supporting services in the field of finance	<b>Competency 1</b>	Demonstrate an ability to compute Income Tax of Individuals	<b>Performance Indicator 1</b>	Apply techniques of Tax Management and Planning
		<b>Competency 2</b>	Demonstrate an ability to compute GST of Business	<b>Performance Indicator 2</b>	Apply techniques of Tax Management in GST
		<b>Competency 3</b>	Demonstrate the competency of Auditing	<b>Performance Indicator 3</b>	Apply the techniques of Auditing such as Vouching, Verification and identifying errors and frauds in financial statements
<b>PSO5</b>	The program enhances the knowledge level of learners and gives practical exposure to them to investment avenues in general and Stock Markets, Mutual Funds and Financial Market in particular.	<b>Competency 1</b>	Demonstrate an ability to deal in Financial Markets	<b>Performance Indicator 1</b>	Apply the skills of Analysis of Investment avenues
		<b>Competency 2</b>	Demonstrate the competency in risk management	<b>Performance Indicator 2</b>	Apply the skills of risk analysis in Domestic and Foreign exchange dealings
		<b>Competency 3</b>	Demonstrate the ability to invest in various investment avenues	<b>Performance Indicator 3</b>	Apply the skills and techniques of Mutual Fund Market and Bond Market through calculation of NAV and YTM



  
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## Bachelor of Commerce (Banking & Insurance)

### Programme Outcome

PO1	The learners will gain through fundamental knowledge of Banking and Insurance	Competency 1	Demonstrate the competency of Principles and Practices of Banking	Performance Indicator 1	Apply the knowledge and understanding of Basics of banking, Banking regulations and role of RBI
		Competency 2	Demonstrate the competency of Principles and Practices of Insurance	Performance Indicator 2	Apply the knowledge and understanding of Basics of insurance, principles and role of IRDA
		Competency 3	Demonstrate the skills of Technologies in Banking and Insurance Sectors	Performance Indicator 3	Apply the skills of Innovative Technologies in banking and insurance
PO2	The program is inclusive of many courses which offers a number of value based and job oriented skills and ensures learners are trained with contemporary knowledge	Competency 1	Demonstrate Competency in contemporary issues in Foundation Course	Performance Indicator 1	Apply value based on multi-cultural diversity, explore the gender disparities and inequalities
		Competency 2	Demonstrate job oriented skills in Financial Management, Taxation, Management Accounting and Cost Accounting	Performance Indicator 2	Apply the accounting techniques such as analysis of financial reports and calculation of taxable income and GST
		Competency 3	Demonstrate fundamental skills in Economics	Performance Indicator 3	Apply the theories of demand and supply and pricing practices
PO3	It helps learners to acquire conceptual knowledge of innovations in banking and insurance sectors and to impart skills for recording the banking transactions, preparation and analysis of accounts	Competency 1	Demonstrate recording and reporting skills in Financial Accounting and Auditing	Performance Indicator 1	Apply Financial Accounting concepts such as preparation of final accounts and auditing skills of audit report preparation in banking and insurance sectors
		Competency 2	Demonstrate analytical and interpretation skills	Performance Indicator 2	Apply Management Accounting concepts of preparation of

	of banks and insurance sectors		in Management Accounting		vertical statements and its analysis
		<b>Competency 3</b>	Demonstrate skills in Financial Management	<b>Performance Indicator 3</b>	Apply Financial Management concepts of Indian Financial System and its analysis and interpretation
<b>PO4</b>	The program helps the learners to become self-sufficient to conduct their own transactions and investments in Banks and Insurance companies.	<b>Competency 1</b>	Demonstrate the ability to invest in various investment avenues of banking sectors	<b>Performance Indicator 1</b>	Apply the skills and techniques of portfolio management
		<b>Competency 2</b>	Demonstrate the ability to invest in various types of insurance	<b>Performance Indicator 2</b>	Apply the skills and mode of investment in Health, Life, Fire Insurance etc.
		<b>Competency 3</b>	Demonstrate the ability to transact independently in banks and insurance sectors	<b>Performance Indicator 3</b>	Apply the knowledge of Opening and managing the bank accounts and investment in insurance policies
<b>PO5</b>	Learners can create a base to do higher studies in the field of Banking and Insurance	<b>Competency 1</b>	Demonstrate the skills of preparing financial statements of Banks	<b>Performance Indicator 1</b>	Apply the knowledge of Financial Statements preparation and its analysis of banks
		<b>Competency 2</b>	Demonstrate the skills of preparing financial statements of Insurance Companies	<b>Performance Indicator 2</b>	Apply the knowledge of Financial Statements preparation and its analysis of insurance companies
		<b>Competency 3</b>	Demonstrate the skills of Technical Analysis of Securities Market	<b>Performance Indicator 3</b>	Apply the knowledge of risk analysis of securities market
<b>PO6</b>	This program will also give them an improved sense of greater communication skills, analytical skills, self-confidence and self-efficacy and an awareness of their responsibilities as	<b>Competency 1</b>	Demonstrate Competency in Business and Professional Communication	<b>Performance Indicator 1</b>	Apply Techniques of Language and Writing Skills, Business Correspondence, Presentation Skills and Group Communication
		<b>Competency 2</b>	Demonstrate Soft skills for Effective interpersonal communication	<b>Performance Indicator 2</b>	Apply techniques of Leadership Skills and Team Building

	professionals in their field	<b>Competency 3</b>	Demonstrate self-confidence and self - efficacy in understanding and managing stress	<b>Performance Indicator 3</b>	Apply techniques of Stress Management and conflict handling
<b>PO7</b>	The learners are able to identify the social and environmental issues and challenges and contribute towards it.	<b>Competency 1</b>	Demonstrate Human Rights and redressed of the violation through Foundation Course	<b>Performance Indicator 1</b>	Apply Human Rights Provisions and redressal of the violation of human rights
		<b>Competency 2</b>	Demonstrate Competency in Project Planning, Entrepreneurship	<b>Performance Indicator 2</b>	Apply techniques of Project Planning & Feasibility Study, Licensing & Registration, Entrepreneurship Growth
		<b>Competency 3</b>	Demonstrate professional ethics and business ethics related with social challenges	<b>Performance Indicator 3</b>	Apply professional ethical aspects and Business Ethical aspects

### Programme Specific Outcome

<b>PSO1</b>	The program helps aspirants to acquire knowledge of various courses such as Financial Accounting, Taxation, Financial Management, Auditing, Managerial Economics, Business Law, Business Communications, Foundation Course etc.	<b>Competency 1</b>	Demonstrate competency in Financial Accounting and Auditing	<b>Performance Indicator 1</b>	Apply techniques of recording and analyzing business transactions and systematic verification of records and it's reporting
		<b>Competency 2</b>	Demonstrate the skill by opting the profession of tax consultant	<b>Performance Indicator 2</b>	Apply the various rules for computing the Income tax liabilities and GST
		<b>Competency 3</b>	Demonstrate competency in various sections and case laws applicable in general business and companies	<b>Performance Indicator 3</b>	Apply the Companies Act, Income Tax Act, Contract Act etc. applicable for business enterprises
<b>PSO2</b>	The learners will demonstrate progressive learning in the application of theory, principles, values and	<b>Competency 1</b>	Demonstrate the skills of Principles, rules and regulations related to the fields of Banking, Insurance	<b>Performance Indicator 1</b>	Apply the knowledge and understanding of Principles and Practices of Banking and Insurance and Business Law



	techniques of Banking and Insurance in industry		and other Companies		
		<b>Competency 2</b>	Demonstrate the skills of management of finance in Banking and Insurance sectors	<b>Performance Indicator 2</b>	Apply the techniques of Financial Markets, Financial Service Management and Financial Management
		<b>Competency 3</b>	Demonstrate professional and business values and ethics related to Banking and Insurance Industries	<b>Performance Indicator 3</b>	Apply the knowledge of Business Ethics and Corporate Governance
<b>PSO3</b>	Learners will be able to prove proficiency required to appear in competitive examinations like MBA, Banking and Insurance PO exams, IBPS exams, Actuarial Science etc.	<b>Competency 1</b>	Demonstrate an ability to pursue Professional Finance Courses like Actuarial Science, CA, CS, CMA etc.	<b>Performance Indicator 1</b>	Apply Techniques of Auditing, Financial, Cost, and Management Accounting
		<b>Competency 2</b>	Demonstrate an ability to pursue Bank PO, IBPS, CAT, CET, UPSC examination	<b>Performance Indicator 2</b>	Apply techniques of Mathematical & Statistical Techniques
		<b>Competency 3</b>	Demonstrate ability to pursue higher studies in Management	<b>Performance Indicator 3</b>	Apply techniques of Principles of Management, Organizational Behavior, Business Ethics, Entrepreneurship Management
<b>PSO4</b>	Learners will also acquire practical skills to work as tax consultant, audit assistant and other supporting services in the field of finance	<b>Competency 1</b>	Demonstrate an ability to compute Income Tax of Individuals	<b>Performance Indicator 1</b>	Apply techniques of Tax Management and Planning
		<b>Competency 2</b>	Demonstrate an ability to pursue career as financial advisor	<b>Performance Indicator 2</b>	Apply knowledge and skills of Financial Management and Financial Reporting Analysis
		<b>Competency 3</b>	Demonstrate the competency of Auditing	<b>Performance Indicator 3</b>	Apply the techniques of Auditing such as Vouching, Verification and



					identifying errors and frauds in financial statements
<b>PSO5</b>	The program enhances the knowledge level of learners and gives practical exposure to them to investment avenues in general and Stock Markets, Mutual Funds and Financial Market in particular.	<b>Competency 1</b>	Demonstrate an ability to deal in Financial Markets	<b>Performance Indicator 1</b>	Apply the skills of Analysis of Investment avenues
		<b>Competency 2</b>	Demonstrate the competency in risk management	<b>Performance Indicator 2</b>	Apply the skills of risk analysis in Domestic and Foreign exchange dealings
		<b>Competency 3</b>	Demonstrate the ability to invest in various investment avenues	<b>Performance Indicator 3</b>	Apply the skills and techniques of Mutual Fund Market Analysis and YTM calculation of Bonds



  
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## Bachelor of Science- Information Technology

### Programme Outcome

PO1	Ability to apply knowledge in mathematics, science fundamentals to solve problems.	Competency 1	Demonstrate Competency in imperative programming	Performance Indicator 1	Apply concepts of imperative programming
		Competency 2	Demonstrate Competency in discrete mathematics	Performance Indicator 2	Apply concepts of discrete mathematics
		Competency 3	Demonstrate Competency in database management	Performance Indicator 3	Apply concepts of database management
PO2	Understand the basic concepts of system software, hardware and computer graphics.	Competency 1	Demonstrate Competency in digital electronics	Performance Indicator 1	Apply concepts of digital electronics
		Competency 2	Demonstrate Competency in embedded systems and microprocessor architecture	Performance Indicator 2	Apply concepts of embedded systems and microprocessor architecture
		Competency 3	Demonstrate Competency in graphics and object oriented language	Performance Indicator 3	Apply concepts of graphics and object oriented language
PO3	Design, and analyze precise specifications of algorithms, procedures, and interaction behavior.	Competency 1	Demonstrate Competency in data structures and algorithm analysis	Performance Indicator 1	Apply concepts of data structures and algorithm analysis
		Competency 2	Demonstrate Competency in computers and statistical techniques	Performance Indicator 2	Apply concepts of computer and statistical techniques
		Competency 3	Demonstrate Competency in software engineering	Performance Indicator 3	Apply concepts of software engineering
PO4	Apply the technologies in various fields of IT, including Mobile applications, Website development and management, databases, and computer networks.	Competency 1	Demonstrate Competency in web development	Performance Indicator 1	Apply concepts of web development
		Competency 2	Demonstrate Competency in computer networks	Performance Indicator 2	Apply concepts of computer networks
		Competency 3	Demonstrate Competency in Mobile applications and development	Performance Indicator 3	Apply concepts of Mobile applications and development

PO5	Ability to Work in teams as well as individuals to build software systems and to use a range of programming languages and tools to develop computer programs to solve problems effectively.	Competency 1	Demonstrate Competency in advanced web programming	Performance Indicator 1	Apply concepts of advanced web programming
		Competency 2	Demonstrate Competency in software project management	Performance Indicator 2	Apply concepts of software project management
		Competency 3	Demonstrate Competency in Enterprise Java	Performance Indicator 3	Apply concepts of Enterprise Java
PO6	Ability to communicate effectively in both verbal and writing form in industry and society.	Competency 1	Demonstrate Competency in Professional Communication Skills	Performance Indicator 1	Apply concepts of Professional Communication Skills
		Competency 2	Demonstrate Competency in resume writing and interview skill	Performance Indicator 2	Apply concepts of resume writing and interview skill
		Competency 3	Demonstrate Competency in aptitude and logical reasoning skills	Performance Indicator 3	Apply concepts of aptitude and logical reasoning skills
PO7	Ability to select appropriate techniques to tackle and solve problems in the discipline of information security management.	Competency 1	Demonstrate Competency in Business Intelligence	Performance Indicator 1	Apply concepts of Business Intelligence
		Competency 2	Demonstrate Competency in Security in Computing	Performance Indicator 2	Apply concepts of Security in computing
		Competency 3	Demonstrate Competency in software quality and assurance	Performance Indicator 3	Apply concepts of software quality and assurance
Programme Specific Outcome					
PSO1	Serve as Programmer or Software Engineer with sound knowledge of practical and theoretical concepts for developing software's.	Competency 1	Demonstrate an ability to work in software company as a Software developer	Performance Indicator 1	Apply techniques of software development as a developer

PSO2	Serve as Computer Engineer with enhanced knowledge of computers and its building blocks.	Competency 1	Demonstrate an ability to work as Lead and Senior Software Development Engineer for guiding a team.	Performance Indicator 1	Apply techniques of Lead and Senior Software Development Engineer for guiding a team.
PSO3	Work as System Engineer and System integrator	Competency 1	Demonstrate an ability to work as Senior Systems Engineer and Network Administrator to handle overall systems of organization.	Performance Indicator 1	Apply techniques of Senior Systems Engineer and Network Administrator to handle overall systems of organization.
PSO4	Serve as System Administrator with thorough knowledge of DBMS	Competency 1	Demonstrate an ability to work as Database administrator to design Schema's	Performance Indicator 1	Apply techniques of Database administrator to design Schema's
		Competency 2	Demonstrate an ability to work as Database manager to organize data	Performance Indicator 2	Apply techniques of Database manager to organize data
		Competency 3	Demonstrate an ability to work as Data Relation manager to map data	Performance Indicator 3	Apply techniques of Data Relation manager to map data
PSO5	Give Technical Support for various systems.	Competency 1	Demonstrate an ability to work as Linux Administrator to support the systems	Performance Indicator 1	Apply techniques of Linux operating system
		Competency 2	Demonstrate an ability to work as Windows Administrator to support the systems	Performance Indicator 2	Apply techniques of Windows operating system
PSO7	Work as Consultant and Management officers for system management.	Competency 1	Demonstrate an ability to work as software consultant for applications	Performance Indicator 1	Apply techniques of software consultant
		Competency 2	Demonstrate an ability to work as software manager for applications	Performance Indicator 2	Apply techniques of software manager
PSO8	Work as IT Sales and Marketing person.	Competency 1	Demonstrate an ability to work in	Performance Indicator 1	Apply techniques for Digital marketing

			Digital Marketing firms		
		<b>Competency 2</b>	Demonstrate an ability to work as SEO management for websites	<b>Performance Indicator 2</b>	Apply techniques for Search engine optimization
		<b>Competency 3</b>	Demonstrate an ability to work as developer for e-commerce applications	<b>Performance Indicator 3</b>	Apply techniques for development of e-commerce applications
<b>PSO9</b>	Serve as IT Officer in Banks and other Financial Institutions.	<b>Competency 1</b>	Demonstrate an ability to work as IT support in banking sectors	<b>Performance Indicator 1</b>	Apply techniques of IT and admin support
		<b>Competency 2</b>	Demonstrate an ability to work as Database support in banking sectors	<b>Performance Indicator 2</b>	Apply techniques of database support management
<b>PSO10</b>	Serve as Web Designer with latest web development technologies.	<b>Competency 1</b>	Demonstrate an ability to work as Front End Java developer for web development	<b>Performance Indicator 1</b>	Apply techniques of Java programming language for web development
		<b>Competency 2</b>	Demonstrate an ability to work as Front End HTML developer for web development	<b>Performance Indicator 2</b>	Apply techniques of HTML for web development
		<b>Competency 3</b>	Demonstrate an ability to work as Front End developer as .NET developer for web development	<b>Performance Indicator 3</b>	Apply techniques of .NET programming language for web development

## Bachelor of Arts- Mass Media & Communication

### Programme Outcome

PO1	The program considers media industries and their relationship to culture and society, and the understanding of how communication works. The program emphasizes the development of critical thinking, professional writing skills and effective oral communication.	Competency 1	Understanding relation between society, culture and communication process	Performance Indicator 1	Apply critical thinking in communication
		Competency 2	Demonstrate competency in professional writing and speaking skills	Performance Indicator 2	Apply professional writing and speaking skills
		Competency 3	Demonstrate competency in critical thinking	Performance Indicator 3	Applying critical thinking in professional communication
PO2	The Communication and Media Studies major prepares students for a wide variety of careers in business and industry, advertising, public relations and journalism, or advanced study.	Competency 1	Awareness about careers in advertising industry	Performance Indicator 1	Applying various dimensions of advertising liking planning, production and evaluating
		Competency 2	Awareness about careers in journalism industry	Performance Indicator 2	Applying various dimensions of journalism liking o-relating and representing facts in the news format
		Competency 3	Awareness about careers in new media industry	Performance Indicator 3	Understanding and applying various new media tools and their use in communication
PO3	This program will equip the learners with professional skills essential for making career in Entertainment industry, Cinema, Television, OTT Platforms, social media platforms etc.	Competency 1	Acquiring skills required for Entertainment industry	Performance Indicator 1	Applying acquired skills to practical application
		Competency 2	Acquiring skills required for Cinema, Television, OTT Platforms	Performance Indicator 2	Applying various dimensions of visual communication and video pre and post production
		Competency 3	Acquiring skills required	Performance Indicator 3	Demonstrate new and

			for social media platforms etc.		innovative trends in social media.
PO4	Students would demonstrate the ability to apply rhetorical principles in a variety of creative, cinematic, organizational, professional and journalistic venues.	Competency 1	Learning science and art of creativity	Performance Indicator 1	Applying creativity in content creation
		Competency 2	Acquiring skills required for editing and writing news for all news media platform	Performance Indicator 2	Practical application of accuracy, brevity and clarity in news creation
PO5	Knowledge, skills, and values that prepare them for future careers in our interconnected society, whether in mass media or advanced study.	Competency 1	Demonstrate basic understanding of media related concepts	Performance Indicator 1	Applying the understanding of impact of mass media on society
		Competency 2	Learning relations between mass media and society	Performance Indicator 2	Applying the understanding of impact of mass media on society
PO6	Learners would develop a global awareness of political, social and corporate issues influenced by communication sensitivity and skills.	Competency 1	Demonstrating the basic understanding of global issues	Performance Indicator 1	Applying the knowledge of global issues and role of media
		Competency 2	Demonstrating the basic understanding of political issues	Performance Indicator 2	Applying the knowledge of global politics and foreign relations and role of media
		Competency 3	Demonstrating the basic understanding of global corporate issues	Performance Indicator 3	Applying the knowledge of international markets and its relation with media industry
PO7	Learners will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns.	Competency 1	Demonstrating the basic understanding of role of media in historical landmarks	Performance Indicator 1	Understand and analyses the influence of media on social, political, technological and economic sectors
PO8	This programme will also give them an improved sense of self-confidence and self-	Competency 1	Demonstrate and understanding	Performance Indicator 1	Applying code of ethics in professional communication



	efficacy and an awareness of their responsibilities as professionals in their field.		of professional code of ethics		
PO9	Learners will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.	<b>Competency 1</b>	Demonstrate ability to create content on new media platforms	<b>Performance Indicator 1</b>	Practical application of use of emerging media platforms for professional communication
PO10	They will be better equipped to grasp the complex relationship between communication/media theories and a diverse set of individual, social, and professional practices.	<b>Competency 1</b>	Demonstrate the ability to understand various theoretical aspects of media and communication	<b>Performance Indicator 1</b>	Apply media and communication theories for creating content
PO11	Learners will understand the underlying philosophical assumptions of, and be able to apply, communication research methods to address a range of media texts and audiences, production and technological practices, and relevant social issues.	<b>Competency 1</b>	Demonstrate use of media research in analyzing role of media in social issues and its relation on its audience	<b>Performance Indicator 1</b>	Creating content for audiences on social issues
		<b>Competency 2</b>	Demonstrate the ability to understand the application of media research in communicating social issues	<b>Performance Indicator 2</b>	Creating content on social issues using different production and technological aspects
PO12	Learners will comprehend the foundations, process, and practices of writing for and about the media, and demonstrate proficiency in writing across platforms.	<b>Competency 1</b>	Demonstrate understanding of principles of writing for various media	<b>Performance Indicator 1</b>	Create content for various media platforms
		<b>Competency 3</b>		<b>Performance Indicator 3</b>	
PO13	Learners will be able to conceptualize, design, and produce one or more works in media	<b>Competency 1</b>	Demonstrate the ability to co-relate media aesthetics with	<b>Performance Indicator 1</b>	Understand and create content considering the media aesthetics




	based on effective principles and practices of media aesthetics for a target audience.		the target audience		and target audience
PO14	Learners will acquire the knowledge and skills required to pursue a career in the specialization of their choice.	Competency 1	Demonstrate understanding of skills required for career in advertising related field	Performance Indicator 1	Apply various techniques such as planning, producing and creating advertising
		Competency 2	Demonstrate understanding of skills required for career in journalism related field	Performance Indicator 2	Apply various techniques such as planning, producing and creating journalism related content
Programme Specific Outcome - Advertising					
PSO1	This program will equip the learners with fundamental knowledge of Advertising in Mass Media.	Competency 1	Demonstrate Competency in Advertising industry	Performance Indicator 1	Apply various techniques such as planning, producing and creating advertising
		Competency 2	Demonstrate Competency in print media Advertising industry	Performance Indicator 2	Apply various techniques such as planning, producing and creating print media advertising
		Competency 3	Demonstrate Competency in digital Advertising industry	Performance Indicator 3	Apply various techniques such as planning, producing and creating digital media advertising
PSO2	The specialization major prepares students for a wide variety of careers in business and industry, advertising, public relations, media planning, media buying, digital media advertising and advanced study in these areas.	Competency 1	Demonstrate Competency in careers in advertising industry	Performance Indicator 1	Apply techniques of Advertising such as Media planner, copy writers, adv. directors. etc.
		Competency 2	Demonstrate Competency in careers in public relations industry	Performance Indicator 2	Apply techniques of Public Relation such as client servicing Media planner, copy writers, adv. directors. etc.

		<b>Competency 3</b>	Demonstrate Competency in careers digital media advertising	<b>Performance Indicator 3</b>	Apply techniques of digital media and advertising
PSO3	Exhibit knowledge of various types of media including traditional and digital media and be equipped with essential communication skills.	<b>Competency 1</b>	Demonstrate competency in intricacies of traditional media	<b>Performance Indicator 1</b>	Apply knowledge to develop need based digital media
		<b>Competency 2</b>	Demonstrate competency in intricacies of digital media	<b>Performance Indicator 2</b>	Apply techniques of digital media and advertising
PSO4	Students apply knowledge and expertise to real-world situations and/or research questions.	<b>Competency 1</b>	Demonstrate competency in research and analysis	<b>Performance Indicator 1</b>	Apply knowledge to conduct research in advertising
PSO5	The learner will have acquired competency and skills for increased employability in the media sector and be adequately motivated to contribute to the development of society.	<b>Competency 1</b>	Demonstrate competency in understanding needs of society and developing content accordingly	<b>Performance Indicator 1</b>	Apply knowledge to develop need based content
PSO6	Students develop an understanding of diversity and cultural perspectives in local, regional, and global society.	<b>Competency 1</b>	Competency to understand cultural diversities and perspectives and its application in advertising	<b>Performance Indicator 1</b>	Apply knowledge of diversities to local and global context to produce relevant promotional content
PSO7	Learners can excel in their choice of specialization and excel in a write a variety of mass media products, including advertising copy, storyboard writing and scripting for ads etc.	<b>Competency 1</b>	Competency in writing for mass media products	<b>Performance Indicator 1</b>	Apply knowledge in writing news, blogs and content for all media
		<b>Competency 2</b>	Competency in writing for news agencies	<b>Performance Indicator 2</b>	
PSO8	Students will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.	<b>Competency 1</b>	Competency to understand working of new media products	<b>Performance Indicator 1</b>	Apply knowledge to create blogs
PSO9	Learners will acquire the knowledge and	<b>Competency 1</b>	Competency to acquire skills	<b>Performance Indicator 1</b>	Apply knowledge to

	skills required to pursue a career in the specialization of their choice and industry.		to be employed in field of advertising		create content and be employed as advertising professional
		<b>Competency 2</b>	Demonstrate Competency in various department of Advertising industry	<b>Performance Indicator 2</b>	Apply knowledge to fit in the various department of advertising
<b>Programme Specific Outcome - Journalism</b>					
PSO1	This program will equip the learners with fundamental knowledge of Journalism in Mass Media.	<b>Competency 1</b>	Demonstrate basic fundamental knowledge of journalism and its relations with mass media	<b>Performance Indicator 1</b>	Apply knowledge to writing reports
PSO2	The specialization major prepares students for a wide variety of careers in business and industry, of journalism, Public relations, News channels or advanced study in these areas.	<b>Competency 1</b>	Demonstrate competency in business journalism	<b>Performance Indicator 1</b>	Apply knowledge to analyze, to write and edit business related content
		<b>Competency 2</b>	Demonstrate competency in public relations	<b>Performance Indicator 2</b>	Apply knowledge to carry out conceptualize PR for a brand
		<b>Competency 3</b>	Demonstrate competency in broadcast content production	<b>Performance Indicator 3</b>	Apply knowledge to develop audio visual content for broadcasting
	Exhibit knowledge of various types of media including traditional	<b>Competency 1</b>	Demonstrate competency in intricacies of traditional media	<b>Performance Indicator 1</b>	Apply knowledge to produce content for traditional medium
		<b>Competency 3</b>	Demonstrate Competency in digital Advertising industry	<b>Performance Indicator 3</b>	Apply various techniques such as planning, producing and creating digital media advertising
PSO3	Exhibit knowledge of various types of media including traditional and digital media and be equipped with essential communication skills.	<b>Competency 2</b>	Demonstrate competency in intricacies of digital media	<b>Performance Indicator 2</b>	Apply knowledge to produce content for digital medium

PSO4	Students apply knowledge and expertise to real-world situations and/or research questions.	Competency 1	Demonstrate competency in research and analysis	Performance Indicator 1	Apply knowledge to conduct research
PSO5	The learner will have acquired competency and skills for increased employability in the media sector and be adequately motivated to contribute to the development of society.	Competency 1	Demonstrate competency in understanding needs of society and developing content accordingly	Performance Indicator 1	Apply knowledge to develop need based content
PSO6	Students develop an understanding of diversity and cultural perspectives in local, regional, and global society.	Competency 1	Competency to understand cultural diversities and perspectives	Performance Indicator 1	Apply knowledge of diversities to local and global context to produce relevant content
PSO7	Learners can excel in their choice of specialization and excel in a write a variety of mass media products, including news stories, press releases, writing content for media, blogs etc.	Competency 1	Competency in writing for mass media products	Performance Indicator 1	Apply knowledge in writing news, blogs and content for all media
		Competency 2	Competency in writing for news agencies	Performance Indicator 2	
PSO8	Students will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia.	Competency 1	Competency to understand working of new media products	Performance Indicator 1	Apply knowledge to create blogs
PSO9	Learners will acquire the knowledge and skills required to pursue a career in the specialization of their choice and industry.	Competency 1	Competency to acquire skills to be employed in field of journalism	Performance Indicator 1	Apply knowledge to create content and be employed as journalist



  
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## Bachelor of Management Studies

### Programme Outcome

PO1	The student will be able to develop understanding for broad business concepts and principles in general.	Competency 1	Demonstrate competency in general management concepts	Performance Indicator 1	Identify and understand the management systems and functions
		Competency 2	Demonstrate competency in basic mathematical and statistical techniques	Performance Indicator 2	Apply statistical and mathematical functions in solving simple business problems
		Competency 3	Demonstrate competency in communication in business management	Performance Indicator 3	Apply Techniques of Language and Writing Skills, Business Correspondence, Presentation Skills and Group Communication
PO2	The student will be specialized and will have conceptual knowledge on one of the managerial functions out of finance and marketing	Competency 1	Demonstrate competency in basic functions and concepts of Marketing	Performance Indicator 1	Understand and apply knowledge of basic marketing functions like advertising, consumer behavior, event marketing and marketing communication
		Competency 2	Demonstrate competency in basic functions and concepts of Finance	Performance Indicator 2	Understand and apply knowledge of basics of financial services, understanding financial market, commodity and derivatives and corporate finance
		Competency 3	Demonstrate competency in areas like production and quality management	Performance Indicator 3	Apply the knowledge of basic and contemporary production and quality functions
PO3	The finance specialization group of students will develop an ability and confidence to - make common practical financial decisions in a business - evaluate the economic condition and relating them to financial decision in the organization.	Competency 1	Demonstrate competency in identifying and understanding contemporary concepts in the field of finance	Performance Indicator 1	Identify and understand the financial systems and its peripheral concepts
		Competency 2	Demonstrate competency in understanding and analyzing the financial aspects of business	Performance Indicator 2	Apply various financial analysis tools in determining an entity's past, present and proposed financial status
		Competency 3	Demonstrate competency in applying financial concepts for effective decision making in businesses	Performance Indicator 3	Apply relevant financial tools in effective business analysis and decision making process

PO4	The marketing specialization group of students will develop an ability and confidence to - have conceptual understanding of dynamics of marketing in business - apply the theoretical marketing concepts to the practical situations - analytical ability for communication in marketing using media mixes.	Competency 1	Demonstrate competency in identifying and understanding contemporary concepts in the field of marketing/	Performance Indicator 1	Understand and apply the contemporary areas of marketing like ecommerce, service marketing, customer relations and sales and distribution
		Competency 2	Demonstrate competency in understanding and analyzing the aspects of marketing in business	Performance Indicator 2	Apply the knowledge of international marketing, brand management for more effective business decision
		Competency 3	Demonstrate competency in applying marketing expertise in business decision making	Performance Indicator 3	Apply the knowledge of contemporary media for right and effective media choices for promotion and effective retailing of products/ services
PO5	The student will develop basic understanding of other important managerial functions like research, application of information technology and social and environmentally conscious decision	Competency 1	Demonstrate an ability to understand and apply basic concepts of research in business	Performance Indicator 1	Understand and apply the knowledge of business research for effective business decisions
		Competency 2	Demonstrate an ability to understand and apply basic information technology functions in businesses	Performance Indicator 2	Apply concepts of Information Technology for better effectiveness of business functions
		Competency 3	Demonstrate an understanding to socially and environmentally consciousness in businesses	Performance Indicator 3	Apply the knowledge of environment and ethical behavior in the field of business
<div>Programme Specific Outcome - Marketing</div>					
PSO1	The learner gets introduced to the technical concepts of marketing in second year.	Competency 1	Demonstrate competency in identifying and understanding contemporary concepts in the field of marketing/	Performance Indicator 1	Understand and apply the contemporary areas of marketing like ecommerce, service marketing, customer relations and sales and distribution
PSO2	The learner is exposed to the application of marketing in specific industries and situations.	Competency 1	Demonstrate competency in understanding and analyzing the aspects of marketing in business	Performance Indicator 1	Apply the knowledge of international marketing, brand management for more effective business decision
PSO3	During the third year of the program the learner is provided	Competency 1	Demonstrate competency in applying marketing expertise in	Performance Indicator 1	Apply the knowledge of contemporary media for right and effective media



	with in depth information related to various functions of marketing.		business decision making		choices for promotion and effective retailing of products/ services
<b>PSO4</b>	The learner is been made acquainted with the contemporary scenario of different marketing functions and use of latest technology in them so as to gain competitive edge.	<b>Competency 1</b>	Demonstrate an ability to make effective decision making in the contemporary scenario	<b>Performance Indicator 1</b>	Apply the knowledge of decision making to make effective decisions in the field of marketing with the use of latest technology

### Programme Specific Outcome - Finance

<b>PSO1</b>	The learner is exposed to fundamental concepts related to financial and financial management in the beginning of second year.	<b>Competency 1</b>	Demonstrate competency in identifying and understanding basic concepts in the field of finance	<b>Performance Indicator 1</b>	Identify and understand the financial systems and its peripheral concepts
<b>PSO2</b>	The learner is further exposed to certain selected, but relevant, areas of finance.	<b>Competency 1</b>	Demonstrate competency in understanding and analyzing the financial aspects of business	<b>Performance Indicator 1</b>	Apply various financial analysis tools in determining an entity's past, present and proposed financial status
<b>PSO3</b>	The learner is provided with advanced knowledge of financial functions and tools for better financial decision making	<b>Competency 1</b>	Demonstrate competency in applying financial concepts for effective decision making in businesses	<b>Performance Indicator 1</b>	Apply relevant financial tools in effective business analysis and decision making process



  
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<b>Master of Commerce</b>					
<b>Programme Outcome</b>					
<b>PO1</b>	To apply the knowledge of Advanced Accounting, Financial Management & Direct & Indirect Tax Laws & it's practical application.	<b>Competency 1</b>	Demonstrate Competency in Advanced Accounting	<b>Performance Indicator 1</b>	Apply the existing IND AS in all areas of Advanced Financial Accounting incorporating with legal aspects & suggestions of Ministry of Corporate Affairs.
		<b>Competency 2</b>	Demonstrate Competency in Financial Management	<b>Performance Indicator 2</b>	Apply Financial Management concepts of Indian Financial System and its practical analysis, impact and interpretation.
		<b>Competency 3</b>	Demonstrate Competency in Direct & Indirect Tax Laws its practical application.	<b>Performance Indicator 3</b>	Apply the Income Tax Act sections to compute the gross & Net Taxable Income including the deductions, Registration for GST, Scope of Supply, GST Liability
<b>PO2</b>	To apply the knowledge of Marketing Strategies & E-Commerce	<b>Competency 1</b>	Demonstrate competency in identifying and understanding contemporary concepts of marketing Strategies	<b>Performance Indicator 1</b>	Understand and apply the contemporary areas of marketing and different marketing strategies to increase sales.
		<b>Competency 2</b>	Demonstrate competency in applying marketing Strategies in business decision making	<b>Performance Indicator 2</b>	Apply the knowledge of contemporary media for right and effective media choices for promotion and effective retailing of products/ services
		<b>Competency 3</b>	Demonstrate competency in identifying and understanding the need, importance & impact of E-Commerce in today's competitive & tech world.	<b>Performance Indicator 3</b>	Apply the knowledge & competency of E-Commerce to reach customers globally and to take business at Global Level.
<b>PO3</b>	The Programme	<b>Competency 1</b>	Demonstrate competency in basic	<b>Performance Indicator 1</b>	Understand and apply the contemporary



	imparts the students with higher level of knowledge & Understanding Macro Economic Concepts that affects Business Decisions		functions and concepts of Economics		areas of Economics like Demand & Supply Analysis, Cost Analysis, and Production Decisions & Market Structure Analysis.
		<b>Competency 2</b>	Demonstrate competency in basic Macro Economics concepts & its Application	<b>Performance Indicator 2</b>	Understand and apply the contemporary areas of Economics like Aggregate Income, Keynesian concepts of Aggregate Demand, & Aggregate Supply & its impact on Business Decisions
		<b>Competency 3</b>	Demonstrate competency in Economical Concepts & its impact on Business Decisions	<b>Performance Indicator 3</b>	Understand and apply the contemporary areas of Economics like Economic Policy Implications, International Aspects of Macroeconomic Policy & its impact on Business Decisions
<b>PO4</b>	The Programme imparts the students with higher level of knowledge & Understanding the Modern scenario of Business Environment, Human Resource Management & Research Methodology for Business.	<b>Competency 1</b>	Demonstrate Competency in Modern scenario of Business Environment	<b>Performance Indicator 1</b>	Understand and apply the contemporary areas of Modern scenario of Business Environment.
		<b>Competency 2</b>	Demonstrate Competency in Human Resource Management	<b>Performance Indicator 2</b>	Understand and apply the contemporary areas of Human Resource Management.
		<b>Competency 3</b>	Demonstrate Competency in Research Methodology for Business.	<b>Performance Indicator 3</b>	Apply techniques of Research Methodology for Business.
<b>PO5</b>	The Programme equips the students to evaluate the different business Situations that	<b>Competency 1</b>	Demonstrate recording and reporting of Time Value of Money	<b>Performance Indicator 1</b>	Apply Managerial Accounting concepts such as Present Value, Annuity, Techniques of Discounting, Techniques of Compounding, Bond Valuation and YTM


	affects the growth of business & use of Corporate Finance & Financial Management in making future business plans.	<b>Competency 2</b>	Demonstrate analytical and interpretation skills in Application of Ratio Analysis in Financial Decision Making	<b>Performance Indicator 2</b>	Apply Management Analysis by calculating Accounting Ratio's which will help in Financial Management making Budgets.
		<b>Competency 3</b>	Demonstrate skills in Financial Decisions	<b>Performance Indicator 3</b>	Apply Financial & Managerial Skills which will help in making Financial Decisions like Capital Structure Decision, Cost of Capital & Business Risk & Financial Risk.

### Programme Specific Outcome

<b>PSO1</b>	The course helps & ensures development of extensive knowledge on Various parts of Advance Accounting & Taxation.	<b>Competency 1</b>	Demonstrate competency in identifying and understanding basic concepts in the field of Accounting, finance & Taxation	<b>Performance Indicator 1</b>	Identify and understand the financial systems, Tax Laws and its peripheral concepts
		<b>Competency 2</b>	Demonstrate competency in understanding and analyzing the financial aspects of business sector & Service Sector.	<b>Performance Indicator 1</b>	Apply various financial & Managerial analysis tools in determining an entity's past, present and proposed financial status & future prospects.
		<b>Competency 3</b>	Demonstrate competency in applying financial concepts for effective decision making, Future planning & Tax Planning.	<b>Performance Indicator 1</b>	Apply relevant financial & Managerial tools in effective business analysis and decision making process
<b>PSO2</b>	It develops critical thinking mindset and ability to formulate research Problems related to Corporate	<b>Competency 1</b>	Demonstrate competency in identifying and understanding basic concepts in the field of Corporate finance	<b>Performance Indicator 1</b>	Identify and understand the Corporate financial systems and its peripheral concepts
		<b>Competency 2</b>	Demonstrate competency in understanding and analyzing the financial	<b>Performance Indicator 1</b>	Apply various financial analysis tools in making business planning & financial

	Finance and to analyses the same to bring out solution which would help in decision making.		aspects of business & its future growth.		requirements to achieve the object.
		<b>Competency 3</b>	Demonstrate competency in applying Research ,Methodology to address Business Problems	<b>Performance Indicator 1</b>	Apply relevant Research methodology & techniques in collecting data, analyzing data & its final conclusion.
<b>PSO3</b>	Learners venture into Different Managerial positions, Accounting areas, Banking Sectors, Auditing, Secretarial Practice as C.S., Teaching, Stock Agents, Administrative In charge, Finance Positions, Marketing Executives, Government Employment etc.	<b>Competency 1</b>	Demonstrate an ability to work in Accounting & Finance, Service Sector, Insurance Sector	<b>Performance Indicator 1</b>	Apply techniques of Financial, Cost, Auditing and Management Accounting in Businesses
		<b>Competency 2</b>	Demonstrate an ability to work on different positions in Marketing and Human Resource Position	<b>Performance Indicator 2</b>	Apply Techniques of Marketing Management, Advertising & Publicity, Sales & Distribution & Human Resource Management
		<b>Competency 3</b>	Demonstrate an ability to work in Banking sector, Teaching, Administrative and Government Sector	<b>Performance Indicator 3</b>	Apply techniques of Business Administration, Entrepreneurship, and General Management & Teaching.
<b>PSO4</b>	The students acquire practical skills to work in accounting fields, to Work as a Chartered Accountant, Tax consultant, or to work as an audit assistant.	<b>Competency 1</b>	Demonstrate an ability to pursue Professional Finance Courses like CA, CS, CMA, CFA, etc.	<b>Performance Indicator 1</b>	Apply Techniques of Auditing, Financial, Cost, and Management Accounting
		<b>Competency 2</b>	Demonstrate an ability to pursue CAT, CET, UPSC, examinations	<b>Performance Indicator 2</b>	Apply techniques of Mathematical & Statistical Techniques
		<b>Competency 3</b>	Demonstrate an ability to pursue NET/SET, B.ED. M.ED., examinations	<b>Performance Indicator 3</b>	Apply techniques of Auditing, Financial, Cost, and Management Accounting, Mathematical & Statistical Techniques for Teaching.



  
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## Master of Science- Information Technology

### Programme Outcome

PO1	Ability to apply the knowledge of Information Technology with recent trends aligned with research and industry.	Competency 1	Demonstrate Competency in Digital Image Forensics	Performance Indicator 1	Apply concepts of Digital Image Forensics
		Competency 2	Demonstrate Competency in Image Processing	Performance Indicator 2	Apply concepts of Image Processing
		Competency 3	Demonstrate Competency in Robotics process Automation	Performance Indicator 3	Apply concepts of Robotics process Automation
PO2	Ability to apply IT in the field of Computational Research, Soft Computing, Big Data Analytics, Data Science, Image Processing, Artificial Intelligence, Networking and Cloud Computing.	Competency 1	Demonstrate Competency in Soft Computing Techniques	Performance Indicator 1	Apply concepts of Soft Computing Techniques
		Competency 2	Demonstrate Competency in Data Science	Performance Indicator 2	Apply concepts of Data Science
		Competency 3	Demonstrate Competency in Big Data Analytics	Performance Indicator 3	Apply concepts of Big Data Analytics
PO3	Ability to provide socially acceptable technical solutions in the domains of Information Security, Machine Learning, Internet of Things and Embedded System, Infrastructure Services as specializations.	Competency 1	Demonstrate Competency in Computer Vision	Performance Indicator 1	Apply concepts of Computer Vision
		Competency 2	Demonstrate Competency in Technical Writing and Entrepreneurship Development	Performance Indicator 2	Apply concepts of Technical Writing and Entrepreneurship Development
		Competency 3	Demonstrate Competency in Deep Learning	Performance Indicator 3	Apply concepts of Deep Learning
PO4	Ability to apply the knowledge of Intellectual Property Rights, Cyber Laws and Cyber Forensics and various standards in interest of National Security and Integrity along with IT Industry.	Competency 1	Demonstrate Competency in Security Breaches and Countermeasures	Performance Indicator 1	Apply concepts of Security Breaches and Countermeasures
		Competency 2	Demonstrate Competency in Cyber Forensics	Performance Indicator 2	Apply concepts of Cyber Forensics
		Competency 3	Demonstrate Competency in Security operation Center	Performance Indicator 3	Apply concepts of Security operation Center

PO5	Ability to write effective project reports, research publications and content development and to work in a multidisciplinary environment in the context of changing technologies.	Competency 1	Demonstrate Competency in Research in computing	Performance Indicator 1	Apply concepts of Research in computing
		Competency 2	Demonstrate Competency in Information Security Auditing	Performance Indicator 2	Apply concepts of Information Security Auditing
		Competency 3	Demonstrate Competency in Project Documentation and Viva	Performance Indicator 3	Apply concepts of Project Documentation and Viva
Programme Specific Outcome					
PSO1	Understand how technical developments can be achieved.	Competency 1	Demonstrate an ability to work in software company as a Software developer to solve technical problems in organization.	Performance Indicator 1	Apply techniques of Software developer to solve technical problems in organization.
		Competency 3		Performance Indicator 3	
PSO2	Enhance the development of critical thinking, code writing skills and configuring the technical tools.	Competency 1	Demonstrate an ability to be a senior developer for software projects in organization	Performance Indicator 1	Apply techniques for development using critical approach and writing code using programming languages
PSO3	Prepares students for a wide variety of careers in IT related all industries with research bent of mind.	Competency 1	Demonstrate an ability to perform research in domains using information technology	Performance Indicator 1	Apply techniques to perform research in domains using information technology
		Competency 2	Demonstrate an ability to pursue Doctorate in information technology and computer science	Performance Indicator 2	Apply techniques to pursue Doctorate in information technology and computer science
PSO4	Equip the learners with professional skills essential for making career in software development, Database Management,	Competency 1	Demonstrate an ability to work as Database manager to organize data	Performance Indicator 1	Apply techniques of Database manager to organize data
		Competency 2	Demonstrate an ability to work as Data Relation manager to map data	Performance Indicator 2	Apply techniques of Data Relation manager to map data

	Computer and Information Research, Network Architecture, Systems Analyzing area.	<b>Competency 3</b>	Demonstrate an ability to work as software consultant for applications	<b>Performance Indicator 3</b>	Apply techniques of software consultant
<b>PSO5</b>	Able to conceptualize, design, and produce one or more works in IT based on effective principles and practices of IT for a target audience.	<b>Competency 1</b>	Demonstrate an ability to work as Service Strategy Manager and Applications Analyst to execute effective principles and practices of IT for a target audience.	<b>Performance Indicator 1</b>	Apply techniques of Service Strategy Manager and Applications Analyst to execute effective principles and practices of IT for a target audience.
<b>PSO6</b>	Able to enhance their ability to apply knowledge of computing and mathematics appropriate to the discipline.	<b>Competency 1</b>	Demonstrate ability to work as statistical data analytics to solve the problems related to data in an organization.	<b>Performance Indicator 1</b>	Apply techniques of statistical data analysis to solve the problems related to data in an organization.
<b>PSO7</b>	Able to design and analyses algorithms to solve problems and study the performance of computer hardware and software.	<b>Competency 1</b>	Demonstrate ability to work as hardware engineer to solve problems and study the performance of computer hardware in an organization	<b>Performance Indicator 1</b>	Apply techniques for hardware technologies to understand hardware performance in organization
		<b>Competency 2</b>	Demonstrate ability to work as data structure and algorithm developer to solve problems and study the performance of computer software in an organization	<b>Performance Indicator 2</b>	Apply techniques for data structure and algorithm development to understand software requirements in organization
<b>PSO8</b>	Able to understand the concepts of security environment in the information and cloud perspective.	<b>Competency 1</b>	Demonstrate ability to work as Chief Information Security Officer to ensure organizational security.	<b>Performance Indicator 1</b>	Demonstrate ability to work as Chief Information Security Officer to ensure organizational security.
		<b>Competency 2</b>	Demonstrate ability to work as Cyber Security Engineer to ensure safe internet usage in organization.	<b>Performance Indicator 2</b>	Apply techniques of Cyber Security Engineer to ensure safe internet usage in organization.



PSO9	Able to use modern tools by applying appropriate techniques, resources, and IT tools including prediction and modelling to complex activities with an understanding of the limitations.	Competency 1	Demonstrate ability to work as Business Intelligence Developer and Machine Learning Engineer for prediction and modelling of complex activities of an organization.	Performance Indicator 1	Apply techniques of Business Intelligence Developer and Machine Learning Engineer for prediction and modelling of complex activities of an organization.
PSO10	Get improved sense of self-confidence and self-efficacy and an awareness of their responsibilities as professionals in their field.	Competency 1	Demonstrate ability to work as good Team Member in an organization.	Performance Indicator 1	Make use of professional training to work as good Team Member in an organization.
		Competency 2	Demonstrate ability to work as Team Leader in an organization.	Performance Indicator 2	Make use of professional training to work as Team Leader in an organization.
PSO11	Learners will acquire the knowledge and skills required to pursue a career in the specialization of their choice.	Competency 1	Demonstrate ability to work as AI Engineer.	Performance Indicator 1	Apply techniques of AI Engineering in live projects.
		Competency 2	Demonstrate ability to work as Cloud Computing Engineer.	Performance Indicator 2	Apply techniques of Cloud Computing Engineering in live projects.
		Competency 3	Demonstrate ability to work as Machine Learning Engineer.	Performance Indicator 3	Apply techniques of Machine Learning Engineering in live projects.



  
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## Bachelor of Science Degree in Data Science

### Programme Outcome

PO1	Ability to apply knowledge in mathematics, Statistics to solve problems.	Competency 1	Demonstrate Competency in Descriptive Statistics	Performance Indicator 1	Apply concepts of Descriptive Statistics
		Competency 2	Demonstrate Competency in Precalculus	Performance Indicator 2	Apply concepts of Precalculus
		Competency 3	Demonstrate Competency in Probability and Distributions	Performance Indicator 3	Apply concepts of Probability and Distributions
PO2	Understand the basic concepts of Programming and Web Design.	Competency 1	Demonstrate Competency in Introduction to Programming	Performance Indicator 4	Apply concepts of Introduction to Programming
		Competency 2	Demonstrate Competency in Web Technology	Performance Indicator 5	Apply concepts of Web Technology
		Competency 3	Demonstrate Competency in R Programming	Performance Indicator 6	Apply concepts of R Programming
PO3	Design, and analyses precise specifications of Database Management tactics.	Competency 1	Demonstrate Competency in Database Management	Performance Indicator 7	Apply concepts of Database Management
		Competency 2	Demonstrate Competency in Data Warehousing	Performance Indicator 8	Apply concepts of Data Warehousing
		Competency 3	Demonstrate Competency in Big Data	Performance Indicator 9	Apply concepts of Big Data
PO4	Make students understand the importance of Environment to impart environment sustainability awareness.	Competency 1	Demonstrate Competency in Business Communication and Information Ethics	Performance Indicator 10	Apply concepts of Business Communication and Information Ethics
		Competency 2	Demonstrate Competency in Environmental science	Performance Indicator 11	Apply concepts of Environmental science
		Competency 3	Demonstrate Competency in Case Studies on Environment	Performance Indicator 12	Apply concepts of Case Studies on Environment
PO5	Understand the basic concepts of	Competency 1	Demonstrate Competency in	Performance Indicator 13	Apply concepts of Business Research Methods

	Research, Micro economics.		Business Research Methods		
		<b>Competency 2</b>	Demonstrate Competency in Business Research Methods	<b>Performance Indicator 14</b>	Apply concepts of Business Research Methods
		<b>Competency 3</b>	Demonstrate Competency in Business Research Methods	<b>Performance Indicator 15</b>	Apply concepts of Business Research Methods
PO6	Ability to communicate effectively in both verbal and writing form in industry and society.	<b>Competency 1</b>	Demonstrate Competency in Professional Communication Skills	<b>Performance Indicator 1</b>	Apply concepts of Professional Communication Skills
		<b>Competency 2</b>	Demonstrate Competency in resume writing and interview skill	<b>Performance Indicator 2</b>	Apply concepts of resume writing and interview skill
		<b>Competency 3</b>	Demonstrate Competency in aptitude and logical reasoning skills	<b>Performance Indicator 3</b>	Apply concepts of aptitude and logical reasoning skills
PO7	Design, and analyses precise specifications of algorithms, procedures, and interaction behavior.	<b>Competency 1</b>	Demonstrate Competency in data structures and algorithm analysis	<b>Performance Indicator 1</b>	Apply concepts of data structures and algorithm analysis
		<b>Competency 2</b>	Demonstrate Competency in computers and statistical techniques	<b>Performance Indicator 2</b>	Apply concepts of computer and statistical techniques
		<b>Competency 3</b>	Demonstrate Competency in software engineering	<b>Performance Indicator 3</b>	Apply concepts of software engineering
PO8	Master the concepts of Artificial Intelligence and apply into Business Research	<b>Competency 1</b>	Demonstrate Competency in Artificial Intelligence	<b>Performance Indicator 1</b>	Apply concepts of Artificial Intelligence
		<b>Competency 2</b>	Demonstrate Competency in Reinforcement Learning	<b>Performance Indicator 2</b>	Apply concepts of Reinforcement Learning
		<b>Competency 3</b>	Demonstrate Competency in Robotic Process Automation	<b>Performance Indicator 3</b>	Apply concepts of Robotic Process Automation

PO9	Understand the different components of the Cloud Computing and learn to work with Internet of Things.	Competency 1	Demonstrate Competency in Cloud Computing	Performance Indicator 1	Apply concepts of Cloud Computing
		Competency 2	Demonstrate Competency in Machine Learning	Performance Indicator 2	Apply concepts of Machine Learning
		Competency 3	Demonstrate Competency in Internet of Things	Performance Indicator 3	Apply concepts of Internet of Things
PO10	Understand and implement the Social Media Analytics and Data Security Compliance.	Competency 1	Demonstrate Competency in Social Media Analytics	Performance Indicator 1	Apply concepts of Social Media Analytics
		Competency 2	Demonstrate Competency in Data Security and Compliance	Performance Indicator 2	Apply concepts of Data Security and Compliance
		Competency 3	Demonstrate Competency in Marketing and Retail Analytics	Performance Indicator 3	Apply concepts of Marketing and Retail Analytics
Programme Specific Outcome					
PSO1	Build a strong foundation of statistics for data science.	Competency 1	Demonstrate Competency in Business Communication and Information Ethics	Performance Indicator 1	Apply concepts of Business Communication and Information Ethics
		Competency 2	Demonstrate Competency in Numerical Methods	Performance Indicator 2	Apply concepts of Numerical Methods
		Competency 3	Demonstrate Competency in Calculus	Performance Indicator 3	Apply concepts of Calculus
PSO2	Use all the features and new updates of Python and R for data science.	Competency 1	Demonstrate Competency in R Programming	Performance Indicator 1	Apply concepts of R Programming
		Competency 2	Demonstrate Competency in Introduction to programming	Performance Indicator 2	Apply concepts of Introduction to programming
		Competency 3	Demonstrate Competency in Descriptive Statistics	Performance Indicator 3	Apply concepts of Descriptive Statistics
PSO3	Perform scientific and technical computing using the	Competency 1	Demonstrate Competency in Precalculus	Performance Indicator 1	Apply concepts of Precalculus

	Python SciPy package and its sub-packages such as Integrate, Optimize, Statistics, IO and Weave.	<b>Competency 2</b>	Demonstrate Competency in Testing of Hypothesis	<b>Performance Indicator 2</b>	Apply concepts of Testing of Hypothesis
		<b>Competency 3</b>	Demonstrate Competency in Probability and Distributions	<b>Performance Indicator 3</b>	Apply concepts of Probability and Distributions
PSO4	Gain expertise in mathematical computing using the NumPy and Scikit-Learn package.	<b>Competency 1</b>	Demonstrate Competency in Business Research Methods	<b>Performance Indicator 1</b>	Apply concepts of Business Research Methods
		<b>Competency 2</b>	Demonstrate Competency in Linear Algebra and Discrete Mathematics	<b>Performance Indicator 2</b>	Apply concepts of Linear Algebra and Discrete Mathematics
		<b>Competency 3</b>	Demonstrate Competency in Probability and Distributions	<b>Performance Indicator 3</b>	Apply concepts of Probability and Distributions
PSO5	Gain an in-depth understanding of data structure and data manipulation.	<b>Competency 1</b>	Demonstrate Competency in Data Structures	<b>Performance Indicator 1</b>	Apply concepts of Data Structures
		<b>Competency 2</b>	Demonstrate Competency in Artificial Intelligence	<b>Performance Indicator 2</b>	Apply concepts of Artificial Intelligence
		<b>Competency 3</b>	Demonstrate Competency in Data Warehousing	<b>Performance Indicator 3</b>	Apply concepts of Data Warehousing
PSO6	Understand and use linear and non-linear regression models and classification techniques for data analysis.	<b>Competency 1</b>	Demonstrate Competency in Reinforcement Learning	<b>Performance Indicator 1</b>	Apply concepts of Reinforcement Learning
		<b>Competency 2</b>	Demonstrate Competency in Optimization Techniques	<b>Performance Indicator 2</b>	Apply concepts of Optimization Techniques
		<b>Competency 3</b>	Demonstrate Competency in Algorithms in Data Science	<b>Performance Indicator 3</b>	Apply concepts of Algorithms in Data Science
PSO7	Obtain a comprehensive knowledge of supervised and unsupervised learning models such as linear regression,	<b>Competency 1</b>	Demonstrate Competency in Machine Learning	<b>Performance Indicator 1</b>	Apply concepts of Machine Learning
		<b>Competency 2</b>	Demonstrate Competency in Knowledge Management	<b>Performance Indicator 2</b>	Apply concepts of Knowledge Management

	logistic regression, clustering, dimensionality reduction, K-NN and pipeline.	<b>Competency 3</b>	Demonstrate Competency in Financial Analytics	<b>Performance Indicator 3</b>	Apply concepts of Financial Analytics
<b>PSO8</b>	Master the concepts recommendation engine, time series modelling, gain practical mastery over principles, algorithms and applications of Machine Learning.	<b>Competency 1</b>	Demonstrate Competency in Data Mining	<b>Performance Indicator 1</b>	Apply concepts of Data Mining
		<b>Competency 2</b>	Demonstrate Competency in Social Media Analytics	<b>Performance Indicator 2</b>	Apply concepts of Social Media Analytics
		<b>Competency 3</b>	Demonstrate Competency in Robotic Process Automation	<b>Performance Indicator 3</b>	Apply concepts of Robotic Process Automation
<b>PSO9</b>	Learn to analyses data using Tableau and Power BI and become proficient in building interactive dashboards.	<b>Competency 1</b>	Demonstrate Competency in Data Visualization with PowerBI/Tableau	<b>Performance Indicator 1</b>	Apply concepts of Data Visualization with PowerBI/Tableau
		<b>Competency 2</b>	Demonstrate Competency in Business Forecasting	<b>Performance Indicator 2</b>	Apply concepts of Business Forecasting
		<b>Competency 3</b>	Demonstrate Competency in Data Mining	<b>Performance Indicator 3</b>	Apply concepts of Data Mining
<b>PSO10</b>	Understand deep reinforcement learning techniques applied in Natural Language Processing.	<b>Competency 1</b>	Demonstrate Competency in Reinforcement Learning	<b>Performance Indicator 1</b>	Apply concepts of Reinforcement Learning
		<b>Competency 2</b>	Demonstrate Competency in Artificial Intelligence	<b>Performance Indicator 2</b>	Apply concepts of Artificial Intelligence
		<b>Competency 3</b>	Demonstrate Competency in Machine Learning	<b>Performance Indicator 3</b>	Apply concepts of Machine Learning
<b>PSO11</b>	Understand the different components of the Hadoop ecosystem and learn to work with HBase, its architecture and	<b>Competency 1</b>	Demonstrate Competency in Cloud Computing	<b>Performance Indicator 1</b>	Apply concepts of Cloud Computing
		<b>Competency 2</b>	Demonstrate Competency in Big Data	<b>Performance Indicator 2</b>	Apply concepts of Big Data

	data storage, learning the difference between HBase and RDBMS, and use Hive and Impala for partitioning.	<b>Competency 3</b>	Demonstrate Competency in Marketing and Retail Analytics	<b>Performance Indicator 3</b>	Apply concepts of Marketing and Retail Analytics
<b>PSO12</b>	Understand Map Reduce and its characteristics and learn how to ingest data using Sqoop and Flume.	<b>Competency 1</b>	Demonstrate Competency in Big Data	<b>Performance Indicator 1</b>	Apply concepts of Big Data
		<b>Competency 2</b>	Demonstrate Competency in Database Management	<b>Performance Indicator 2</b>	Apply concepts of Database Management
		<b>Competency 3</b>	Demonstrate Competency in Data Security and Compliance	<b>Performance Indicator 3</b>	Apply concepts of Data Security and Compliance



  
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# Course Outcomes



**BUNTS SANGHA'S**  
**S.M.SHETTY COLLEGE OF SCIENCE, COMMERCE & MANAGEMENT STUDIES POWAI**

**Bachelor of Commerce**

Semester	Subject	Subject Codes	Course Outcomes
Semester 1	Business Economics I	UBCOMFSI.3	CO1 Understand the standard analytical tools of applied economics
			CO2 Calculate market demand and elasticity of demand
			CO3 Calculate various types of production costs
			CO4 Understand short run and long run production function
	Accountancy and Financial Management - I	UBCOMFSI.1	CO1 Outline the Accounting Standards, Analyze and compare the FIFO System with Weighted Average Inventory System.
			CO2 Demonstrate an understanding of manufacturing account transactions and trading account transactions.
			CO3 Evaluate the Hire Purchase System.
			CO4 Organize and classify departmental transactions.
	Foundation Course -I	UBCOMFSI.6.1	CO1 To understand the multi-cultural diversity of Indian society through its demographic composition, regional variations and linguistic diversity
			CO2 To understand the concept of disparity arising out of social stratification and inequalities.
			CO3 To examine inequalities manifested due to the caste system and inter-group conflicts. To examine the causes and effects of conflicts arising out of regionalism and linguistic differences.
			CO4 To understand the philosophy of the Indian Constitution, its basic features, structure of the Pre-amble, Main body and schedules. To classify the fundamental duties of an Indian citizen.
			CO5 To understand the party system in Indian politics. To illustrate the role and significance of women in politics.
	Mathematical & Statistical Techniques -I	UBCOMFSI.7	CO1 Understand the concepts of shares and mutual funds and can use them to solve the real life problems.
			CO2 Acquaint students with the problems related to Permutation, Combination and Linear Programming Problems.
			CO3 Understand different measures of Central Tendencies, their merits, demerits and acquire the skill of calculating Central Tendencies and Dispersion.

Semester 2	Commerce–I (Introduction to Business)	UBCOMFSI.2	CO4	Familiarize with the theory of Probability and Calculation of Expectation and Variance of a random variable. Understand the decision making process.
			CO1	To understand Business, it's concepts, objectives and trends.
			CO2	To learn about Business Environment and its constituents.
			CO3	To gain knowledge about Project planning, Business unit promotion and statutory requirements for its promotion.
			CO4	To learn about Entrepreneurship, Entrepreneurship in India and Women Entrepreneurship.
	Environmental Studies- I	UBCOMFSI.5	CO1	To understand the basic terminologies and concepts related to the field of environment
			CO2	To classify natural resources and ensure Sustainable development
			CO3	To examine the population growth in India and around the world, seek measures for the same and understand the parameters of World Happiness Index and Human Development Index.
			CO4	To familiarize with the problems of migration and urbanization and learn Smart city concept for a better and ecofriendly urban settlement
	Business Communication- I	UBCOMFSI.4	CO1	1. Summarizing theory of communication.
			CO2	2. Understanding obstacles to Communication in Business World
			CO3	3. Evaluating business correspondence, theory of business letter writing, personnel correspondence
			CO4	4. Ability to analyses language and writing skills.
	Business Economics II	UBCOMFSII.3	CO1	Understand market morphology
			CO2	To analyses the pricing and output decision of a perfectly competitive firm and monopoly firm in the short run and long run
			CO3	To examine the nature of monopolistic and oligopoly market
			CO4	Evaluate how pricing methods are used and investment appraisal methods are calculated in the business world
	Accountancy and Financial Management - II	UBCOMFSII.1	CO1	Evaluation of single entry system of bookkeeping
			CO2	Analyze of dependent branch accounting with independent branch accounting.
			CO3	Characterization of consignment transactions
			CO4	Evaluation of fire insurance claim
	Foundation Course - II	UBCOMFSII.6.1	CO1	Understanding the concept of Liberalization, Globalization and Privatization
			CO2	Explaining the concepts of Human Rights

			CO3	Understanding the concept of Environment, Ecology and their interconnectedness and Concept of Sustainable Development
			CO4	Explaining the causes of stress and conflicts in individuals and society
			CO5	Identifying different mechanisms for coping with stress and Conflict Resolution methods
	<b>Mathematical &amp; Statistical Techniques -I</b>	<b>UBCOMFSII.7</b>	CO1	Familiarize with derivatives and their applications in Economics & Commerce. Calculate Marginal Cost, Marginal Revenue, and Elasticity of Demand, Maxima and Minima.
			CO2	Know about the usage of Simple interest, Compound Interest, Annuity and calculation of EMI, present value and future value.
			CO3	Determine the significance of correlation and regression.
			CO4	Differentiate among simple index numbers, unweight aggregate price index numbers, weighted aggregate price index numbers, Laspeyres price index numbers, and Paasche price index numbers by defining and calculating each.
	<b>Commerce–II (Service Sector)</b>	<b>UBCOMFSII.2</b>	CO1	To understand the concept of Service, its marketing mix and its strategies.
			CO2	To learn the concept of Retailing, various formats and scenario in India and Worldwide.
			CO3	To become aware of the recent trends in Service such as Information technology and Enabled Services sector, Banking & Insurance Sector, Logistics.
			CO4	To learn about E-commerce, its business models and current scenario in India.
	<b>Environmental Studies- II</b>	<b>UBCOMFSII.5</b>	CO1	To classify different types of solid waste and to learn various Solis waste management methods for a clean and green India.
			CO2	To study about global environmental problems including decline in agricultural productivity, pollution, global warming, acid rain, find measures for the same and learn about the trends of Green Business, CSR and Green Consumerism.
			CO3	To understand the importance of tourism ,problems associated with tourism and explore more about Ecotourism
			CO4	To learn about major environmental movements in India and concepts of Carbon Bank and credit, ISO and usage of Geo Spatial Technology in Environmental studies.

Semester 3	Business Communication-II	UBCOMFSII.4	CO1	To understand and develop presentation skills.
			CO2	Demonstrating and understanding what group communication is.
			CO3	To analyses business correspondence, trade letters and other letters.
			CO4	To evaluate language and writing skills.
	Financial Accounting & Auditing V- Introduction Management Accounting	UBCOMFSIII.2.1	CO1	Understand the role, scope and importance of management accounting and apply the financial tools in evaluation of the various financial statements
			CO2	Apply the ratio analysis as a tool of evaluation of financial statements
			CO3	Calculate the working capital required for an estimated level of production
			CO4	To classify and assess the Long Term Investment projects of the Companies with various techniques
	Accountancy and Financial Management-III	UBCOMFSIII.1	CO1	To understand and apply the fundamental aspects of Partnership final accounts with attributes of admission, retirement and death of partner.
			CO2	To understand and calculate Piecemeal Distribution of Cash.
			CO3	To explain and prepare final accounts in Amalgamation of partnership firms
			CO4	To explain and prepare final accounts in Conversion of a Partnership firm
	Advertising (Applied Component) I	UBCOMFSIII.5.01	CO1	To analyses the fundamentals of advertising, its historical background and different types of advertising.
			CO2	To create Awareness about planning and creativeness in making the advertisements along-with the media and agencies which help in preparing and placing the ads through practical assignments.
			CO3	To examine Economic, social and regulatory aspects of advertising.
			CO4	To evaluate the role of advertising & developing brands and to demonstrate the recent changes in advertising.
	Business Economics - III	UBCOMFSIII.4	CO1	Calculate the various concepts of national income
			CO2	Understand Keynesian Economics
			CO3	Understand the post Keynesian developments in Macro Economics
			CO4	Analyze inflationary trends
	Commerce-III (Management: Functions & Challenges)	UBCOMFSIII.3	CO1	To Understand the terms, concepts, evolution and approaches to Management
			CO2	To Evaluate planning and decision making through its process, components and techniques

Semester 4	Business Law – I	UBCOMFSIII.7	CO3	To Outline the concepts of organizing for effective delegation and departmentation
			CO4	To Map the concept of directing, control systems and techniques of controlling in management
			CO1	To Understand the terms, concepts, and application and formation about valid contract
			CO2	To know about various other types of contracts and understand various Modes of Discharge ,Performance of Contract
	Foundation Course-III	UBCOMFSIII.6.1	CO3	To classify and assess the Special Contract of Indemnity ,Guarantee, Bailment, Pledge and Agency of Contract
			CO4	To learn about Sales of Goods Act and The Negotiable Instrument Act.
			CO1	Students will be able to acquire knowledge about different contemporary rights of citizens.
			CO2	Students will be able to understand different approaches to ecology
	Accountancy and Financial Management-IV	UBCOMFSIV.1	CO3	Students will be able to describe different modern technologies, features and its application
			CO4	Students will be able to acquaint themselves with various competitive exams and prepare for the same.
			CO1	To understand the fundamental aspects of Company accounts with attributes of types of companies, formation of companies, issue of shares and debentures with the provisions of Indian Companies Act 1956.
			CO2	To understand and calculate the basic concepts, functions, process, techniques and provisions for Redemption of Preference shares
Semester 4	Business Economics-IV	UBCOMFSIV.4	CO3	To understand and calculate the basic concepts, functions, process, techniques and provisions for Debentures.
			CO4	To explain and calculate Profits prior to incorporation and its accounting treatment.
			CO1	Understand the concepts of public finance
			CO2	Understand the concepts of public revenue
	Advertising-(Applied Component) II	UBCOMFSIV.5.01	CO3	Understand various theories of public expenditure
			CO4	Understand the concepts of fiscal policy
			CO1	To understand about various types of media and its regulatory body.
			CO2	To design and compose Ad campaign and analyses the factors for selecting the right Media
	Commerce-IV (Management:	UBCOMFSIV.3	CO3	To devise and evaluate the essentials of various ads.
			CO4	To orient learners towards the practical aspects and techniques of advertising
			CO1	To explain the basic concepts of Production Management, Inventory Management

	<b>Production &amp; Finance)</b>		CO2	To Outline Quality Management Costs, Tools, for effective Product and Service Quality Management
			CO3	To analyses the framework of Financial System and Credit Rating in India.
			CO4	To appraise the recent trends in Finance and Startups
	<b>Financial Accounting &amp; Auditing VI- Auditing</b>	<b>UBCOMFSIV.2.1</b>	CO1	Explain the basic terms and concepts related with auditing
			CO2	Explain the objectives and importance of Audit Planning, preparation of audit program and audit working papers
			CO3	Evaluate the various concepts related to audit techniques such as audit sampling, test check and understand the basic concepts of internal audit
			CO4	Evaluate the auditing techniques of Vouching of various transactions in relation to income and expenses and auditing techniques of verification as regards Balance Sheet items
	<b>Business Law-II</b>	<b>UBCOMFSIV.7</b>	CO1	Learners able to understand the concept , features, incorporation, forming documents of M.O.A and A.O.A under Companies Act
			CO2	Learners able to understand the Provisions as to directors their rights, liabilities , position and Course of Meeting of the Company
			CO3	Learners able to understand essentials of Partnership and their Limited Liability of Partnership and how it differs from traditional Partnership Firm
			CO4	Learners able to understand who is a consumer and how they can seek redressed and if there is a abuse of Dominant position under Consumer Protection Act and Competition act
	<b>Foundation Course- IV</b>	<b>UBCOMFSIV.6.1</b>	CO1	Students will be able to acquire knowledge about different contemporary rights of citizens.
			CO2	Students will be able to understand different approaches to ecology.
			CO3	Students will be able to describe different modern technologies, features and its application.
			CO4	Students will be able to acquaint themselves with various competitive exams and prepare for the same.
<b>Semester 5</b>	<b>Business Economics V</b>	<b>23113</b>	CO1	Understand the overview of Indian Economy
			CO2	Understand Indian agriculture scenario post-independence
			CO3	Analyze the competition act 2002 and disinvestment policy of India
			CO4	Understand the concepts of banking and financial markets



	<b>Computer System &amp; Applications paper-I</b>	<b>23120</b>	CO1	Identify and classify the fundamental hardware and software components that are used to make up computer networks and the role of each of these components along with the terminologies associated with the internet.
			CO2	Understand the fundamental concepts of a relational database management system along with the steps to create database and database tables.
			CO3	Create queries to insert data, update, delete and fetch the data from the tables using MySQL.
			CO4	Design and formulate spreadsheets effectively.
	<b>Export Marketing Paper I</b>	<b>23116</b>	CO1	To provide basic conceptual and applicative knowledge about exports and imports. To edify the factors influencing export marketing and the problems of India's Export Sector.
			CO2	To study trade barriers and regional economic groups and analyses the need for overseas market research. To understand the factors affecting the foreign market selection and learn the process of selecting an overseas market
			CO3	To understand the role of DGFT in export marketing and the various benefits extended to exporters in the form of different schemes.
			CO4	To learn the eligibility for availing the financial incentives and institutional assistance extended to the Indian Exporters.
	<b>Financial Accounting and Auditing Paper-VII Financial Accounting</b>	<b>23101</b>	CO1	Understand in a better way where to Invest Money in Debentures or in Equity Shares.
			CO2	Understand, interpret and analyze the Financial Statements of Companies.
			CO3	Understand the causes & Effects of Internal Reconstructions.
			CO4	Understand the legal & accounting aspects of Buy Back of Shares.
			CO5	Understand the importance & effects of ethical behavior of Accountants in the society.
	<b>Financial Accounting &amp; Auditing Paper-VIII Cost Accounting</b>	<b>23107</b>	CO1	Classify cost and prepare a subsequent cost Sheet and Differentiate and appraise the cost sheet with the financial statement.
			CO2	Compute different inventory accounting techniques
			CO3	Evaluate Labor Cost Statement, Remuneration and incentive systems based on Piece Work Plan, Haley Premium Plan, Rowan System, and Gantt's Task.
			CO4	Prepare Primary Overheads and Machine Overhead Rates
	<b>Direct &amp; Indirect Taxation Paper-II</b>	<b>23115</b>	CO1	To acquaint the basic terms, residential status, taxable, excluded and exempted income



<b>Semester 6</b>	<b>(Goods &amp; Service Tax Act)</b>		CO2	To determine the residential status and scope of income of an individual
			CO3	To appraise the Heads of Income of an individual
			CO4	To understand – deductions from total income and overall computation of taxable income
			CO5	To estimate the Total Income of an Individual
	<b>Commerce-V (Marketing)</b>	<b>23114</b>	CO1	To familiarize the students with basic concepts of marketing.
			CO2	To make students understand the consumer behavior as well as market segmentation.
			CO3	To make students aware of the concepts of marketing mix.
			CO4	To make students understand the recent trends in marketing.
	<b>Business Economics VI</b>	<b>83013</b>	CO1	Understand theories of international trade
			CO2	Understand the concepts of balance of payments
			CO3	Understand the concepts of foreign exchange markets
			CO4	Determine the exchange rate management
	<b>Computer System &amp; Applications Paper II</b>	<b>83020</b>	CO1	Gain understanding and importance of the E-Commerce landscape, current and emerging business models and the technology associated.
			CO2	Design and formulate spreadsheets using MS-Excel effectively.
			CO3	Apply advanced functions available in MS-Excel efficiently.
			CO4	Create visual basic programs using Visual Basic Work environment.
	<b>Export Marketing Paper II</b>	<b>83016</b>	CO1	To understand the process of planning for export marketing with regards to product, branding and packaging. To help students learn INCO terms, the need for labelling and marking in Exports and factors determine export price.
			CO2	To learn the components of logistics, sales promotion techniques used in export marketing and to understand the benefits of personal selling and advertising in export marketing.
			CO3	To analyses the various methods of payments used in export marketing. To learn the procedure to obtain export finance. To understand the role of commercial banks, EXIM bank, SIDBI in financing exporters and ECGC.
			CO4	To learn the various export procedures and documentation in various stages of export. To understand the importance of Commercial Invoice cum Packing List, Bill of Lading/Airway Bill, Shipping Bill/Bill of Export, Consular Invoice, and Certificate of Origin.

	<b>Financial Accounting &amp; Auditing X -Cost Accounting</b>	<b>83007</b>	CO1	Explain the Emerging concepts of Cost accounting, Classify Cost Control Accounts and solve problems of Cost Control Accounts.
			CO2	Demonstrate an understanding of Contract Costing
			CO3	Demonstrate an understanding of Process Costing
			CO4	Illustrate practical problems based on Material and Labor Variances excluding sub-variances, Marginal Costing
	<b>Financial Accounting and Auditing IX - Financial Accounting</b>	<b>83001</b>	CO1	Understand Amalgamation, Absorption & External Reconstruction Theory as well as Practical Application.
			CO2	Understand the Accounting of Foreign Currency Transactions – Foreign Branches as per AS 11
			CO3	Understand, interpret and analyze the Financial Statements of Limited Liability Partnership (LLP)
			CO4	Understand Underwriting of Shares & Debentures Theory as well as Practical Application.
			CO5	Understand, interpret and analyze the Financial Statements of Limited Liability Partnership (LLP)
	<b>Direct &amp; Indirect Taxation Paper-II (Goods &amp; Service Tax Act)</b>	<b>83015</b>	CO1	To acquaint the important terms and GST Framework in India
			CO2	To understand – input tax credit, levy and collection of tax and determine value of taxable supply
			CO3	To assess the value, time and place of supply for goods and services
			CO4	To analyses and compute tax liability under GST
			CO5	To determine the liability for registration under GST
	<b>Commerce VI</b>	<b>83014</b>	CO1	To make students understand the concepts of human resource management
			CO2	To enable students, know about human resource development.
			CO3	To make students know about human relations.
			CO4	To enable students, know the trends in human resource management

**BUNTS SANGHA'S**  
**S.M.SHETTY COLLEGE OF SCIENCE, COMMERCE & MANAGEMENT STUDIES POWAI**

**Bachelor of Commerce- Accounting & Finance**

Semester	Subject	Course Outcomes
<b>Semester 1</b>	<b>Financial Accounting I</b>	CO1 Outline the Accounting Standards, analyze and compare the FIFO System with Weighted Average Inventory System.
		CO2 Demonstrate an understanding of manufacturing account transactions and trading account transactions.
		CO3 Evaluate the Hire Purchase System.
		CO4 Organize and classify departmental transactions
	<b>Commerce -I [Business Environment]</b>	CO1 Demonstrate the basic concepts of business and types of business environment.
		CO2 Discuss the business ethics, development of business entrepreneurship, consumerism and consumer protection.
		CO3 Explain the Corporate Social Responsibility, Corporate Governance and Social Audit.
		CO4 Outline the strategies for going global and foreign trade in India.
	<b>Business Economics - I</b>	CO1 Understand the standard analytical tools of applied economics
		CO2 Calculate market demand and elasticity of demand
		CO3 Calculate various types of production costs and understand short run and long run production function
		CO4 Determine different market structures
		CO5 Evaluate how pricing methods are used in business world
	<b>Foundation Course -I</b>	CO1 To understand the multi-cultural diversity of Indian society through its demographic composition, regional variations and linguistic diversity
		CO2 To understand the concept of disparity arising out of social stratification and inequalities.
		CO3 To examine inequalities manifested due to the caste system and inter-group conflicts. To examine the causes and effects of conflicts arising out of regionalism and linguistic differences.
		CO4 To understand the philosophy of the Indian Constitution, its basic features, structure of the Pre-amble, Main body and schedules. To classify the fundamental duties of an Indian citizen.
		CO5 To understand the party system in Indian politics. To illustrate the role and significance of women in politics.
	<b>FINANCIAL MANAGEMENT-I</b>	CO1 To Apply the concept of financial management in contemporary financial events.
		CO2 To Understand time value of money, discounting techniques and evaluate the same practically.
		CO3 To learn analysis of EBIT and EPS. They would learn different types of leverages and examine their relationship with each other.
		CO4 To introduce students to various types of financing alternatives and their features.
		CO5 To give students insight into costs related to raising funds.

Semester 2	Business Communication-I	CO1	Summarizing theory of communication.
		CO2	Understanding obstacles to Communication in Business World
		CO3	Evaluating business correspondence, theory of business letter writing, personnel correspondence
		CO4	Ability to analyze language and writing skills.
	Cost Accounting-I	CO1	Understand the role of Cost Accounting in the business management of manufacturing and non-manufacturing companies and Explain the basic concept of cost and how they are presented in the books.
		CO2	Analyze the material cost
		CO3	Analyze the Labor cost,
		CO4	Analyze the Overhead cost of a product.
	Financial Accounting-II	CO1	Evaluate the Single-Entry System of Bookkeeping.
		CO2	Analyze dependent branch accounting with independent branch accounting.
		CO3	Characterize consignment transactions.
		CO4	Evaluate fire insurance claims.
	Auditing I [Introduction & planning]	CO1	Examine the basic concepts, principles and types of auditing.
		CO2	Understand the Audit Programme and Audit Planning.
		CO3	Explain the Audit Sampling techniques and their types.
		CO4	Appraise Internal Audit and compare with Internal Check and External Audit.
	Innovative Financial Services	CO1	The learners would understand how to apply necessary skills in managing a financial service company.
		CO2	They will be able to apply financial concepts, theories and tools and would be in the position to evaluate the legal, ethical and economic environment related to financial services.
		CO3	The learners will understand to assess consumer financial needs and mechanisms for fulfilling these needs.
		CO4	It provides the learner with insights about the derivative market and understands its types and mechanisms clearly.
	Business Communication-II	CO1	To understand and develop presentation skills.
		CO2	Demonstrating and understanding what group communication is.
		CO3	To analyse business correspondence, trade letters and other letters.
		CO4	To evaluate language and writing skills.
	Foundation Course -II	CO1	Understanding The Evolution Of The Indian Society In Terms Of Liberalization, Globalization And Privatisation
		CO2	Understanding The concept Of Human Rights With Some Real Examples.
		CO3	Being Aware Of The Environment(Green Economy In Today's Date
		CO4	Understanding The Relation Of Stress And Conflicts.
	Business Law –I	CO1	To Understand the terms, concepts, and application and formation about valid contract and its various types

Semester 3		CO2	To outline the terms, concepts, types ,features, modes, termination ,Liability, and rights of all unpaid Seller and Hire Purchase Agreement under Sales of Goods Act
		CO3	Provide insights of the concept of Promissory Bill, Bills of Exchange, Cheque, its penalties of Dishonor and endorsement under Negotiable Instrument Act
		CO4	Learners to be able to understand the concept of consumer, deficiency in service and any defects in Goods under Consumer Protection Act
	<b>Business Mathematics</b>	CO1	Students will be able to calculate ratio, proportion, variation and percentage.
		CO2	Calculate and evaluate the profit or loss arising out of business transactions.
		CO3	Understand terms related to interest and annuity and Calculate the same.
		CO4	Understand various concepts related to equity shares and mutual funds and also calculate net income for mutual fund valuation.
	<b>Financial Accounting- III</b>	CO1	Understand the Accounting of Foreign Transactions and demonstrate the same in real world while accounting the foreign branch transactions.
		CO2	Understand the practical application of Dissolution of Partnership Firm and demonstrate the same while taking business decisions
		CO3	Understand, interpret and analyze the Financial Statements of Partnership Firm including Admission, Retirement & Death Effects.
		CO4	Understand, interpret and analyze Amalgamation, Merger & Acquisition norms.
		CO5	Understand the Legal & Accounting norms of Conversion of Partnership Firm into Limited Company.
	<b>Information Technology in Accountancy-I</b>	CO1	Identify and classify the fundamental hardware and software components that are used to make up computer networks and the role of each of these components.
		CO2	Design and manage documents, spreadsheets, present effective presentations and emails effectively.
		CO3	Explain different terminologies associated with web and internet.
		CO4	Discuss the role of Ecommerce in the current business world.
		CO5	Evaluate the importance of security, privacy, and ethical issues as they relate to E-Commerce.
	<b>Business Economics- II</b>	CO1	Calculate the various concepts of national income
		CO2	Understand Keynesian Economics
		CO3	Understand the concepts of public finance
		CO4	Understand the various theories of public revenue and public expenditure
		CO5	Understand the fiscal management and fiscal administration
	<b>Cost Accounting</b>	CO1	Classify cost and prepare a subsequent cost Sheet.
		CO2	Differentiate and appraise the cost sheet with the financial statement.
		CO3	Demonstrate an understanding of Contract Costing.

Semester 4	Taxation-II (Direct Taxes - I)	CO4	Demonstrate an understanding of Process Costing.
		CO1	Understand the basic terms of income tax, residential status of an individual and the scope of total income.
		CO2	Calculate the heads of Salary, Income from House Property and Profit & Gain from Business and Profession.
		CO3	Calculate the heads of Capital Gain and Income from Other Sources.
		CO4	Compute Total Income & Taxable Income with various deductions available under section 80.
	Foundation Course in Commerce (Financial Market Operation)-III	CO1	To understand the overview of the Indian Financial System.
		CO2	To study the financial markets and its types.
		CO3	To learn and understand the various financial instruments and their characteristics.
		CO4	To understand the financial services offered in the Indian Financial Market.
	Business Law-II	CO1	Identify steps for registration , effect, its rights and duties liability admission, retirement expulsion of Partners under Partnership act
		CO2	To understand the concept , incorporation extent limitation ,contribution ,conversion and winding up and Dissolution of Limited Liability Partnership Act
		CO3	To outline the terms, concepts, definitions and provision pertaining to Health, Safety ,Welfare under Factories Act-1948
		CO4	
	Financial Accounting- IV	CO1	Understand the provisions of Companies Act related to preparation of Final Account & Preparation of financial statements as per Companies Act.
		CO2	Understand the Legal Provisions & Accounting norms related to Redemption of Preference Shares.
		CO3	Understand the Legal Provisions & Accounting norms related to Redemption of Debentures.
		CO4	Understand, interpret and Ascertainment and Treatment of Profit Prior to Incorporation
		CO5	Understand the Accounting of Foreign Transactions and demonstrate Conversion as per AS 11 and incorporation in HO accounts.
	Information Technology in Accountancy-II	CO1	Identify and classify different business processes in an organization.
		CO2	Explain the role and need of a computerized accounting system and apply the skills of accounting software Tally to generate reports.
		CO3	Illustrate the basic understanding of the concept MIS.
		CO4	Explain the need and importance of IT in auditing.
	Management Accounting	CO1	Understand the practical application of various financial analysis tools
		CO2	Apply the financial tools in evaluation of the various targets achievable in future.
		CO3	Calculate the working capital required for an estimated level of production



<b>Semester 5</b>	<b>Foundation Course in Management_ IV</b>	CO4	Understand the preparation of cash flow statements and calculation of cash flow of various activities
		CO1	Understand the meaning and basic concepts of management.
		CO2	Elaborate the process, features and limitations of Planning
		CO3	Explain the types, process and principles of Organizing.
	<b>Research Methodology</b>	CO4	Illustrate recruitment, selection and the interview process and outline the traits and styles of leadership and analyze the importance of employee motivation in an organization.
		CO1	To outline the basics of research, formulation of research problem and review of literature
		CO2	To appraise on research design and hypothesis
		CO3	To evaluate the methods of Data Collection, Processing and statistical analysis reporting
	<b>Business Law-III (Company Law)</b>	CO4	To elaborate Interpretation and Report Writing in research
		CO1	Learners able to under the basics concepts of Companies Act
		CO2	Identify the steps involved in incorporations of Companies
		CO3	To outline the basics of Public Offer and Private Placements
	<b>Taxation –III (Direct Taxes - II)</b>	CO4	Learners able to under the basics concepts of Share Capital and Debentures
		CO1	Compute the Tax Liability of the Firm.
		CO2	Compute the tax liability of an individual.
		CO3	Compute Advance Tax and Interest on Advance Tax.
	<b>Cost Accounting -III</b>	CO4	Understand DTAA Provisions and Compute Tax liability.
		CO1	Understand and compute TDS.
		CO1	Explain the concept of Uniform Costing and Inter-firm Comparison. Solve problems related to Integrated and Non Integrated System of Accounting.
		CO2	Determine per unit cost for a service by using the method of Operating Costing.
	<b>Financial Accounting VI</b>	CO3	Solve Process costing problems based on Equivalent units of Production and Inter process Profit.
		CO4	Distinguish between the Traditional Costing and Activity Based Costing
		CO1	Read and understand the various forms of business reconstruction
		CO2	Understand the theoretical and practical aspects and methodologies of business valuation
	<b>Financial Management - II</b>	CO3	Understand norms of accounting policies and their impact on financial statements of Non-Banking Financial Companies
		CO4	Understand the basic concepts, functions, process and techniques of Valuation of Goodwill & Shares.
		CO5	Explain and analyze the fundamental aspects of LLP business form & its final accounts.
		CO1	To understand the basic concept of Financial Management and role finance managers in decision making along with assessing the Credit Policies based on credit limits and associated level of risk



Semester 6		CO2	To classify and assess the Long Term Investment projects of the companies with various techniques
		CO3	To determine Value of the companies based on best investment opportunities available for the companies based on leverage
		CO4	To differentiate and recommend the various Mutual Fund investment opportunities based on NAV
	Financial Accounting V	CO1	Understand the legal & accounting aspects of Internal Reconstruction
		CO2	Understand, interpret and analyze the Underwriting of Shares & Debentures
		CO3	Understand the legal & accounting aspects of Buy Back of Shares.
		CO4	Understand the legal & accounting aspects of Liquidation of Companies
		CO5	Understand, interpret and analyze Amalgamation, Merger & Acquisition norms.
	Taxation –IV (Indirect Taxes-II)	CO1	To acquaint the important terms and GST Framework in India
		CO2	To understand – input tax credit, levy and collection of tax and determine value of taxable supply
		CO3	To assess the value, time and place of supply for goods and services
		CO4	To analyze and compute tax liability under GST
		CO5	To determine the liability for registration under GST
	International Finance	CO1	to describe and distinguish among alternative derivative instruments
		CO2	Develop and employ theoretical valuation methods to price these financial instruments.
		CO3	to demonstrate basic foreign exchange market knowledge
		CO4	to explain foreign exchange exposure, To solve exchange rate arithmetic's and undertake risk management
	Financial Management - III	CO1	Understand the various corporate restructure methods such as Merger, acquisitions, internal reconstruction and Calculate the exchange ratios based on Market price and EPS of the companies
		CO2	Understand the basic accounting entries related with internal reconstruction of companies
		CO3	Compare and Recommend the best financing option between Leasing and Hire Purchase
		CO4	Evaluate the factoring as one of the working capital financing option for the companies
	Financial Accounting -VII	CO1	To determine Value of the companies based on best investment opportunities available for the companies based on leverage
		CO2	To differentiate and recommend the various Mutual Fund investment opportunities based on NAV
		CO3	Understand the theoretical and practical aspects and methodologies of business valuation.
		CO4	Understand financial statements of Co-operative housing society and apply it.

	<b>Cost Accounting-IV</b>	CO1	Students will understand the concept of Budgeting and methods of Budgetary control
		CO2	Understand the difference between Absorption costing and Marginal costing and Cost Volume and Profit analysis and its practical application.
		CO3	Learn different managerial decision making strategies.
		CO4	Get familiar with the techniques and concepts of standard costing and its practical application.
	<b>Taxation-V (Indirect Taxes-III)</b>	CO1	To compute indirect tax liability, interest on delayed payments and refund.
		CO2	To explain about types of returns, audit and assessment.
		CO3	To classify and determine the value of imported goods.
		CO4	To distinguish between various types of custom duties and calculate the same on goods.
	<b>Security Analysis &amp; Portfolio Management</b>	CO1	Understand the changing domestic and Indian capital market in particular with reference to availability of various financial products.
		CO2	Interpret and analyze the performance of a portfolio of investments.
		CO3	Compute the valuation of equity instruments
		CO4	Understand how to measure the portfolio performances and Evaluate the performance of stocks and of Portfolio

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**Bachelor of Commerce- Banking & Insurance**

Semester	Subject		Course Outcomes
Semester 1	Financial Accounting	CO1	Understand the basic concepts of accounting, classification of accounts, rules of debit and credit, conventions and principles of accounting.
		CO2	Outline the Accounting Standards, Classification of income and expenses and Introduction to Bank Reconciliation Statement.
		CO3	Evaluate the Hire Purchase System, analyze and compare the FIFO System with Weighted Average Inventory System.
		CO4	Demonstrate an understanding of Final Accounts.
	Principles of Management	CO1	Understand the basic concepts of management and compare Traditional with Contemporary Management.
		CO2	Examine the functions of management related to Banking and Insurance companies.
		CO3	Elaborate the Organizational Structure of Banking and Insurance companies.
		CO4	Appraise the contributions of Indian and International Business Leaders.
	Foundation Course- I	CO1	Understand overview of Indian Society.
		CO2	Understand the concept of Disparity & reasons of Disparity.
		CO3	Understand the Rights given to Indian Citizens by The Indian Constitution.
		CO4	Understand the significant aspects of Political Processes.
		CO5	Projects given to students will help them to understand the ground realities problem faced by the people in various areas.
	BUSINESS ECONOMICS-I	CO1	Understand the standard analytical tools of applied economics
		CO2	Calculate market demand and elasticity of demand
		CO3	Calculate various types of production costs and understand short run and long run production function
		CO4	Determine different market structures
		CO5	Evaluate how pricing methods are used in business world
	ENVIRONMENT AND MANAGEMENT OF FINANCIAL SERVICES	CO1	Learner will be able to apply financial concepts, theories and tools and would be in the position to evaluate the legal, ethical and economic environment related to financial services.
		CO2	To upgrade the depth of knowledge of different aspects of banking and insurance and other financial services.
		CO3	To study Indian financial markets, financial instruments and financial regulators.
		CO4	To understand the regulatory framework of Banking and insurance in India.
	QUANTITATIVE METHODS- I	CO1	Provide insights regarding the collection, organization and presentation of data.
		CO2	Understand calculation and types of averages and provide a base for analyzing the data.

		CO3	Awareness about various ranges and deviations in data representation and its measurement.
		CO4	Provide insights on concept of correlation and regression.
		CO5	Understand the concept of probability theory and its application in evaluation of various strategies and alternatives to make decision.
		CO6	Acquaint knowledge about various types of index numbers.
		CO7	Help to gain basic knowledge about the insurance and learn the tabulated annual premium calculation.
	<b>Business Communication-I</b>	CO1	Synthesize various communication skills such as oral, listening, reading and writing so as to be better communicators in the business world.
		CO2	Understand the process, flow and barriers of communication in business.
		CO3	Understand and create business correspondence and documents such as email, letters, statements of purpose, resumes, and minutes of meetings.
		CO4	Analyze business etiquette, ethics and codes of conduct to real life situations.
		CO5	
<b>Semester 2</b>	<b>Principles &amp; Practices of Banking &amp; Insurance</b>	CO1	Understand the basic concepts of banking and functions of banking
		CO2	Examine the banking scenario in India.
		CO3	Understand the basic concepts of insurance and elaborate the kinds of business risks.
		CO4	Evaluate the insurance business environment in India.
	<b>Foundation Course-II</b>	CO1	Understand the concepts of liberalization, privatization and globalization & its impact on Indian Society.
		CO2	Understand the concept of Human Rights
		CO3	Understand the Concept of Ecology.
		CO4	Understanding Stress & Conflict
		CO5	Learn & Understand how to manage Stress & Conflict.
	<b>Organizational Behavior</b>	CO1	To outline the terms, concepts, models of organizational behavior and appraise the theories/techniques of motivation
		CO2	To analyses individual behavior and group dynamics, and assess goal formulation and organizational skill-sets requisites
		CO3	To evaluate Organizational Culture and Change Management for effective time and stress management
		CO4	To examine Organizational Development in Banking and Insurance
	<b>QUANTITATIVE METHODS- II</b>	CO1	Identify the steps of hypothesis testing and making an inference about the population of interest on the basis of a random sample taken from that population.
		CO2	Provide optimum solution in attaining the optimum use of productive resources under the given constraints by study of linear programming problems.
		CO3	Understand the concept of Matrices and Determinants and its application in calculation of system of linear equations.
		CO4	Recognize and apply ratios and proportions to solve real-life problems.

<b>Semester 3</b>		CO5	Understand the benefit of diversification of holding a portfolio of assets, and the importance played by the market portfolio.
		CO6	Provide an understanding of the state of an economy and terms like GDP, GNP and NNP etc.
	<b>Business Law</b>	CO1	To Understand the basic concepts of types , sources and classification of law
		CO2	To Understand the basic concepts of Natural Justice, Special Leave Appeal, Writs and Fundamental Rights.
		CO3	To Understand the terms, concepts, and application and formation about valid contract and its various types
		CO4	To outline the terms, concepts, types ,features, modes, termination ,Liability of all Special Contracts and Sales of Goods Act
		CO5	Provide insights of the concept of Promissory Bill, Bills of Exchange, Cheque, its penalties of Dishonor and endorsement under Negotiable Instrument Act
		CO6	To analyses scheme, Authorization, E-Governance, Digital Signature and Certificates and cyber related laws under Information Technology Act
	<b>Business Communication-II</b>	CO1	To understand and develop presentation skills.
		CO2	Demonstrating and understanding what group communication is.
		CO3	To analyses business correspondence, trade letters and other letters.
		CO4	To evaluate language and writing skills.
	<b>Financial Accounting-II</b>	CO1	To Understand and apply their knowledge in measuring the value of goodwill and equity shares of a company.
		CO2	Understand and record the journal entries and prepare a ledger account for Redemption of Preference Shares
		CO3	Understand and record the journal entries and prepare a ledger account for Redemption of Debentures.
		CO4	Understand the provisions for Buyback of Equity Shares and evaluate the number of shares to be bought back by a company in a given year
	<b>MANAGEMENT ACCOUNTING</b>	CO1	Understand the role, scope and importance of management accounting
		CO2	Apply the financial tools in evaluation of the various financial statements
		CO3	Calculate the working capital required for an estimated level of production
		CO4	Understand the dividend decision policies and the importance of issue of bonus shares
	<b>Information Technology in Banking &amp; Insurance-I</b>	CO1	Gain understanding of the E-Commerce landscape, current and emerging business models and the technology and infrastructure underpinnings of the business.
		CO2	Describe fundamental concepts behind modern e-banking/mobile banking technologies.
		CO3	Design and formulate spreadsheets and documents effectively.

	<b>Direct Taxation</b>	CO4	Describe the need of cyber laws and importance of cyber security.
		CO1	Understand the basic terms of income tax, residential status of an individual and the scope of total income.
		CO2	Calculate the heads of Salary, Income from House Property and Profit & Gain from Business and Profession.
		CO3	Calculate the heads of Capital Gain and Income from Other Sources.
		CO4	Compute Total Income & Taxable Income with various deductions available under section 80.
	<b>FINANCIAL MANAGEMENT-I</b>	CO1	Determine risk and returns to calculate various financial assets.
		CO2	Understand time value of money, discounting techniques and evaluate the same practically.
		CO3	Estimate cash flows from a project and evaluate various risks in investment decisions.
		CO4	Apply the concept of financial management in contemporary financial events.
	<b>FOUNDATION COURSE – III</b>	CO1	The learners will be able to understand various services offered, risks faced by banks and also will understand banking innovations after nationalization.
		CO2	To learn the various principles, provisions that govern banking companies.
		CO3	Demonstrate basic concept of Universal banking & technologies used in banking
		CO4	Describe the basic concept of Microfinance & Financial Inclusion.
	<b>Organizational Behavior</b>	CO1	Focus on knowledge and skill which will help to understand and manage the people better.
		CO2	Improvement in understanding individual behavior, team behavior, motivation and enhancement of personal skills.
		CO3	Develops individual personality at organizational levels.
		CO4	To understand the practice of Organizational Behavior in Banking and Insurance.
	<b>Financial Markets</b>	CO1	Describe the financial system of India, Analyze the role of participants of financial markets. Evaluate the functions of financial markets.
		CO2	Understand and evaluate the instruments of the money market, Capital Market and bond markets.
		CO3	Evaluate the performance of various derivative instruments.
		CO4	Evaluate the performance of various Commodity Market instruments.
<b>Semester 4</b>	<b>Information Technology in Banking &amp; Insurance-II</b>	CO1	Differentiate between different banking models and Payment models.
		CO2	Illustrate the technological advancements in the banking industry.
		CO3	Design and use of slides in PowerPoint effectively.
		CO4	Demonstrate the use of email etiquettes and latest technology like Google drive effectively.
	<b>Cost Accounting</b>	CO1	Understand the basic concepts of cost accounting.



<b>Semester 5</b>		CO2	Classify cost and prepare a subsequent cost Sheet and appraise the same with the financial statement.
		CO3	Illustrate practical problems based on Material, Labor and Overhead Variances excluding sub-variances.
		CO4	Solve Practical problems based on Marginal Costing
	<b>BUSINESS ECONOMICS II</b>	CO1	Calculate the various concepts of national income
		CO2	Understand Keynesian Economics
		CO3	Understand the various theories of public revenue and public expenditure
		CO4	Understand the concepts related to international trade
	<b>Corporate &amp; Securities Law</b>	CO1	Understand and analyses the Companies Act, 2013.
		CO2	Understand and discuss the Regulatory framework Governing Stock Exchanges in India.
		CO3	Understand and analyses the Depositories Act, 1996.
		CO4	Understand the regulations of SEBI and Interpret the same.
	<b>Financial Management -II</b>	CO1	The learners will learn to measure risk and returns and will be able to calculate various financial assets.
		CO2	To Analyze the Working capital management and its evaluation
		CO3	Understanding Working capital management and its components.
		CO4	To have Knowledge and understanding of financial planning, Study of strategic financial management.
	<b>Entrepreneurship Management</b>	CO1	Understand The Concept of Entrepreneur & Entrepreneurship.
		CO2	Understand The Concept & Importance of Business Planning.
		CO3	Understand the Concept of Marketing, Finance & Human Resource.
		CO4	Understand the Evolving Concepts of Entrepreneurship.
	<b>Foundation Course -IV (An overview of Insurance Sector)</b>	CO1	Understanding to invest in various life insurance products
		CO2	To have knowledge to choose from various Health insurance products available in the market
		CO3	Introduce different Home and motor insurance products available in the market. Importance of these products.
		CO4	Analyze the Types of risks and hazards covered by insurance. Introduce different Fire insurance products available in the market
	<b>AUDITING I</b>	CO1	Explain the basic terms and concepts related with auditing
		CO2	Explain the objectives and importance of Audit Planning, preparation of audit program and audit working papers
		CO3	Evaluate the various concepts related to audit techniques such as audit sampling, test check and understand the basic concepts of internal audit
		CO4	Evaluate the auditing techniques of Vouching of various transactions in relation to income and expenses and auditing techniques of verification as regards Balance Sheet items
	<b>INTERNATIONAL BANKING &amp; FINANCE</b>	CO1	To facilitate the students to get insights on various concepts and working structure of International Financial system along with the knowledge of balance of payment, International Monetary System ,exchange rate system.
		CO2	To understand the various types of capital flows, Euro Currency Market, International Bond Market, International Equity Market.



		CO3	To make learner aware about foreign exchange market and also to understand about exchange rate, cross rate, forward rate & To understand about the various types of derivatives, risk management and manage uncertainties by using hedging instruments.
		CO4	To provide an overview on various payment system that can be used in International lending operations and also to make them understand about Cryptocurrency & Bitcoin.
	<b>FINANCIAL SERVICES MANAGEMENT</b>	CO1	The learners would understand how to apply necessary skills in managing a financial service company.
		CO2	To apply financial concepts, theories and tools and would be in the position to evaluate the legal, ethical and economic environment related to financial services.
		CO3	The learners will understand to assess consumer financial needs and mechanisms for fulfilling these needs.
		CO4	To Provides the learner with insights about the derivative market and understands its types and mechanisms clearly.
	<b>Research Methodology</b>	CO1	To familiarize the students with basic of research, research design, research techniques, hypothesis, sampling and the research process
		CO2	Learners will have adequate knowledge about sources of data collection and the ability to collect relevant data
		CO3	To evaluate the methods of Data Collection, Processing and statistical analysis reporting
		CO4	Learners will develop an understanding of application of statistical techniques on the raw data collected.
		CO5	Learners will demonstrate an understanding and importance of research reports
	<b>Financial Reporting &amp; Analysis ( Corporate Banking &amp; Insurance)</b>	CO1	Understand the general purpose financial reports of companies
		CO2	Analyze and prepare the financial statements of Banks and Insurance companies
		CO3	Evaluate the different accounting policies and their impact on financial statements;
		CO4	Evaluate and Prepare the Cash Flow Statement of companies.
	<b>Business Ethics &amp; Corporate Governance</b>	CO1	Explain the relationship between ethics, morals and values in the workplace.
		CO2	Understand business ethics, its importance and application Discuss the influence of the corporate governance system on the performance of individual firms.
		CO3	Evaluate and analyses the moral and social responsibility dimensions of corporate governance and Corporate Social Responsibility.
		CO4	Analyze the impact and causes of Corruption on Indian Economy
<b>Semester 6</b>	<b>AUDITING II</b>	CO1	Understand the concept of auditing under banking companies and insurance sectors
		CO2	Explain the various parameters related with appointment and removal of Company Auditors
		CO3	Distinguish various types of audit based on the circumstances and objectives

	<b>International Business</b>	CO4	Understand the concept of Computerized Audit System and Summaries the usage of computers in audit environment
		CO1	Explain the basic concepts of international business and international business environment.
		CO2	Outline the International Economic Institutions and Regional Groupings.
		CO3	Elaborate International Marketing and International Human Resource Management.
		CO4	Illustrate the preliminaries for export and import and its documentation system and appraise the Export - Import procedures and foreign trade policy.
	<b>CENTRAL BANKING</b>	CO1	Understand the concepts of central banking
		CO2	Understand the role of Reserve Bank of India
		CO3	Understand supervisory role of Reserve Bank of India
		CO4	Understand the Central Banking system across the globe
		CO5	Analyze the trends in electronic banking scenario
	<b>Turnaround Management</b>	CO1	To understand the growth and expansion strategy for a business
		CO2	To understand the concept of sickness and ways to overcome sickness.
		CO3	To understand the role of quality management and different cost effective techniques in business
		CO4	To develop knowledge of recent trends in business.
		CO5	To Understand and choose proper leadership style, adopt and develop skills required to manage a business.
	<b>Securities Analysis &amp; Portfolio Management</b>	CO1	Understand the changing domestic and Indian capital market in particular with reference to availability of various financial products.
		CO2	Interpret and analyses the performance of a portfolio of investments and evaluate the value of bonds.
		CO3	Compute the valuation of equity instruments
		CO4	Understand how to measure the portfolio performances and Evaluate the performance of stocks and of Portfolio

**BUNTS SANGHA'S**  
**S.M.SHETTY COLLEGE OF SCIENCE, COMMERCE & MANAGEMENT STUDIES POWAI**

**Bachelor of Science- Information Technology**

Semester	Subject	Subject Codes	Course Outcomes
Semester 1	Imperative Programming	USIT101	CO1 To understand the foundation for further study of programming languages.
			CO2 To Develop the ability to analyze a problem, develop an algorithm & flowchart to solve it.
			CO3 To use simple input and output statements, Conditional operation, Control statements, & Looping.
			CO4 To use Pointers and pointer operators.
			CO5 Familiarize the basic aspects of arrays, structure and file handling.
	Digital Electronics	USIT102	CO1 To understand and examine the structure of various number systems and its application in digital design.
			CO2 Learner should be able to Minimize the Boolean expression using Boolean algebra and K-Map
			CO3 Learners should be able to understand, analyze and design various combinational and sequential circuits.
			CO4 Learners should be able to understand the characteristics of various flip-flops.
			CO5 Learners should be able to understand the characteristics of various counters and registers.
	Operating Systems	USIT103	CO1 To provide an overview of the theory of the operating system, its structure and understanding different system calls and understand working of threads and processes
			CO2 Examine the algorithms used for various operations on operating systems. To understand the concepts and implement Memory management policies and understand different file systems.
			CO3 To understand principles of I/O hardware and software, I/O software layers, disks, clocks, user interfaces: keyboard, mouse, monitor, thin clients, power management and understand deadlock detection and recovery, deadlock avoidance, deadlock prevention, issues
			CO4 To understand Virtualization and Cloud and analyze different Multiple Processor Systems, multicomputer, distributed systems
			CO5 To analyze case study on Linux, Android and Windows and understand Windows power management, Security in windows.
	Discrete Mathematics	USIT104	CO1 To provide an overview of the theory of discrete objects, starting with relations and partially ordered sets.
			CO2 Be skillful in expressing mathematical properties formally via the formal language of propositional logic and predicate logic and Be able to construct simple mathematical proofs and possess the ability to verify them.
			CO3 Study about recurrence relations, generating function and operations on them.
			CO4 Give an understanding of Relations, graphs and trees, which are widely used in software.
			CO5 Be able to apply basic counting techniques to solve combinatorial problems.
	Communication Skills	USIT105	CO1 To understand and apply knowledge of human communication and language processes as they occur across various contexts, e.g., interpersonal, intrapersonal, small group, organizational, media,

Semester 2				gender, family, intercultural communication, technologically mediated communication, etc. from multiple perspectives.
			CO2	Discuss the importance of effective communication in business
			CO3	Differentiate between different methods of communication
			CO4	Discuss the importance of ethical communication and communicate ethically.
			CO5	Demonstrate critical and innovative thinking.
	Object oriented Programming	USIT201	CO1	Designed precisely to help students master the Object Oriented Programming skills in C++.
			CO2	To compute the concept of class & object with the implementation of constructor & destructor.
			CO3	Demonstrating the working of overriding & overloading.
			CO4	Understanding & computing use of class reusability.
			CO5	Working & implementing multiple file handling processes with template parameters.
	Microprocessor Architecture	USIT202	CO1	To understand the components of Microprocessor 8085, a system based on it.
			CO2	Learners should be able to understand the concept of interfacing and basics of microprocessor 8085 programming.
			CO3	Learners should be able to understand advanced 8085 instruction.
			CO4	Learner should be able to understand BCD to other number system conversion, describe system development tools
			CO5	Learners should be able to understand different types of processors available in the market.
	Web Programming	USIT203	CO1	To understand and design a basic website using HTML and CSS to demonstrate responsive web design.
			CO2	To understand different layouts in HTML and design formatted web pages using table. Also to learn about using multimedia in HTML pages.
			CO3	To implement dynamic web pages with validation using JavaScript objects by applying different event handling mechanisms.
			CO4	To develop simple web applications using server side PHP programing and Database Connectivity using MySQL.
			CO5	To develop advanced web applications using queries to build forms, cookies and sessions implementation, sending email through HTML pages.
	Numerical and Statistical Methods	USIT204	CO1	Enable learners to develop mathematical modelling and to apply on Engineering problems and recognize the error generated by the solution
			CO2	To compute solutions of algebraic and transcendental equations by numerical methods like the Bisection method, method of false position, Secant method and Newton Rap Shon method and to Apply method of interpolation and extrapolation for prediction
			CO3	To solve a system of linear equations simultaneously of more than 2 variables, To solve numerically differentiation, integration and Differential equation.
			CO4	<b>Enable students to understand basic concepts of optimization, modelling and linear modeling and to solve problems using LP techniques and to recognize elements and variables in statistics and summarize qualitative and quantitative data.</b>
			CO5	Enable learners to identify problems and apply suitable probability distribution formula
	Green Computing	USIT205	CO1	To understand of e-waste and recycling

Semester 3			CO2	To illustrate use of data center , virtualization and energy related issues
			CO3	To understand the idea of paperless office, telecommuting
			CO4	To understand the hardware considerations and the process of recycling
			CO5	To understand the requirements for greening the information system and the role of Chief Green Officer
	Python Programming	USIT301	CO1	Basic of Python programming with different decision making statements in python.
			CO2	Understanding function with various implementation on string data type.
			CO3	Understanding & implementing various data type used in Python with the method to handle files & exception.
			CO4	Interpret Object Oriented Programming in Python.
			CO5	Understand and summarize different file handling operations.
	Data Structures	USIT302	CO1	Select appropriate data structures as applied to specified problem definition. Also to understand about arrays and its concept.
			CO2	Implement operations like searching, insertion, and deletion, traversing mechanisms on various data structures using various linked lists.
			CO3	To implement linear data structures using stack and queue.
			CO4	To implement appropriate sorting/searching techniques for given problems using different sorting techniques. Also to implement operations and traversals using Tree and Advanced Tree Structure
			CO5	To design advanced data structures using nonlinear data structures like Hashing and Graph.
	Computer Networks	USIT303	CO1	To recognize a theoretical concepts of data communication and computer networks
			CO2	To understand the interconnection of network components and signaling
			CO3	To describe the wired, wireless network architecture and virtual network concept
			CO4	To explain the basic protocols of computer networks and how they can be used to assist in network design and implementation.
			CO5	To understand the communication services directly to the application processes running on different hosts
	Database Management Systems	USIT304	CO1	To understand the characteristics, architecture of database approach, describe the components, major functions of a database system and to compare different data models.
			CO2	To understand designing of relational model and applying normalization steps and to demonstrate use of the relational algebra and calculus operations from mathematical set theory (union, intersection, difference, and Cartesian product) and the relational algebra operations developed specifically for relational databases (select (restrict), project, join, and division).
			CO3	To understand database constraints, types of views and SQL functions.
			CO4	To understand transaction management, concurrency control techniques and data recovery methods.
			CO5	To identify the extensions that PL/SQL offers to SQL and to demonstrate basic PL/SQL code using programming constructs and control statements and to apply advanced concepts like triggers, cursors, stored procedures.

Semester 4	Applied Mathematics	USIT305	CO1	To apply the matrix techniques to reduce the quadratic forms to canonical forms, finding solutions of systems of linear equations in the different areas of Linear Algebra. To perform basic operations , to understand geometric interpretation, to find the nth root and logarithm of complex numbers
			CO2	To apply various methods of the differential equation to solve first-order linear and higher order ODE and its applications to various fields
			CO3	To apply Laplace transform to determine general or complete solutions to linear ODE applications
			CO4	To Apply multiple integrals to find area, volume, mass and moment of inertia of plane and solid region.
			CO5	To Apply beta and gamma and Error function to solve definite integral
	Core Java	USIT401	CO1	To understand the importance of Classes & objects along with constructors, Arrays and Vectors.
			CO2	Discuss the principles of inheritance, interface and packages and demonstrate through problem analysis assignments how they relate to the design of methods, abstract classes and interfaces and packages.
			CO3	To understand the importance of Multi-threading & different exception handling mechanisms.
			CO4	To learn experience of designing, implementing, testing.
			CO5	To debug graphical user interfaces in Java using applet and AWT that respond to different user events.
	Introduction to Embedded Systems	USIT402	CO1	To explain the embedded system concepts and architecture of embedded systems
			CO2	To understand the concepts of Microcontroller and microprocessor architecture.
			CO3	To describe the architecture of the 8051 microcontroller and write an embedded program for the 8051 microcontroller.
			CO4	To design the interfacing for 8051 microcontroller.
			CO5	To select elements for an embedded systems tool
	Computer Oriented Statistical Techniques	USIT403	CO1	To list the basic concepts used in computer graphics.
			CO2	To implement various algorithms to scan, convert the basic geometrical primitives, transformations, clipping.
			CO3	To describe the importance of viewing and projections with the implementation of light & color.
			CO4	To understand the concept of curves with the implementation of surface processing.
			CO5	To define the fundamentals of animation, virtual reality and its related technologies.
	Software Engineering	USI403	CO1	To obtain Knowledge of basic SW engineering methods and practices, and A general understanding of software process models
			CO2	To analyses the software requirements and the SRS documents along with the Critical system application and their system model
			CO3	To understand the role of project management including project architecture design and Quality management.
			CO4	To understand approach to verification and validation including static analysis, and reviews.
			CO5	To understand the software process framework and software reusability and distributed software engineering.
	Computer Graphics & Applications	USIT405	CO1	To list the basic concepts used in computer graphics.
			CO2	To implement various algorithms to scan, convert the basic geometrical primitives, transformations, Area filling, clipping.
			CO3	To describe the importance of viewing and projections.



			CO4	To define the fundamentals of animation, virtual reality and its related technologies.
			CO5	To design an application with the principles of virtual reality.
Semester 5	Software Project Management	USIT501	CO1	To define various software application domains and remember different process models used in software development.
			CO2	To understand needs for software specifications, also they can classify different types of software requirements and their gathering techniques.
			CO3	To understand the requirements model into the design model and demonstrate use of software and user interface design principles.
			CO4	To distinguish among SCM and SQA and can classify different testing strategies and tactics and compare them.
			CO5	To generate project schedules and can construct, design and develop network diagrams for different types of Projects. They can also organize different activities of the project as per Risk impact factor.
	Internet of Things	USIT502	CO1	Apply the concepts of IOT.
			CO2	Identify the different technologies.
			CO3	Apply IOT to different applications.
			CO4	Analysis and evaluate protocols used in IOT.
			CO5	Analysis and evaluate the data received through sensors in IOT.
	Advanced Web Programming	USIT503	CO1	Learn about the MS.NET framework, to use the features of .NET Framework along with the features of C# such as C# programming basics, Objects and Types, Inheritance.
			CO2	To develop Web forms and make use of Web controls for building web applications.
			CO3	To modify the web pages using Styles, Themes, and Master Pages.
			CO4	To develop dynamic web application by using the ADO .Net for Database Connectivity.
			CO5	To design the web application by using XML, AJAX with collaborating Security aspects.
	Artificial Intelligence	USIT504	CO1	To understand the foundations and history of Artificial Intelligence , types of agents and environment with their Performance measure, Environment, Actuators and Sensors
			CO2	To illustrate the search algorithms and to demonstrate search techniques of uninformed informed and local search category
			CO3	To solve problems related to gaming domain using adversarial search algorithms To illustrate the working of knowledge based agents and propositional logic
			CO4	To formulate the First order logic. To demonstrate the working of inference and logic.
			CO5	To understand various agent planning approaches. To define the knowledge representation components.
	Enterprise Java	USIT505	CO1	To understand the concept of and develop applications using servlets and database connectivity.
			CO2	To develop applications that can handle cookies, sessions and file operations.
			CO3	To understand the concept of and design applications using Java server pages
			CO4	To understand the concept of and design applications using Enterprise Java Beans.
			CO5	To understand the concepts of persistence, Hibernate and develop JPA applications, Hibernate applications.
		USIT601	CO1	Understand the importance of Software Project Management.



Semester 6	Software Quality Assurance		CO2	Implement Project Evaluation and Programmed Management along with Project Planning & Estimate the cost of Software and its process.
			CO3	Understand principles behind testing software and why software should be tested.
			CO4	Understand testing processes and be able to identify when to begin testing during the software development lifecycle.
			CO5	Understand the verification and validation processes of testing.
	Security in Computing	USIT602	CO1	To understand the significance of Information security, its risk factors and basic principles of security.
			CO2	To understand database security and encryption, authentication; authorization.
			CO3	Identify the function of a firewall, and how it keeps a network, devices and wireless network secure and safe.
			CO4	To understand the Intrusion detection and prevention, concepts of VoIP, Operating systems models
			CO5	To understand the basic concepts of Cloud computing, Physical and application security
	Business Intelligence	USIT603	CO1	To make students familiarize with concepts and various mathematical models related to business intelligences and decision support systems and understand business intelligence architectures, Ethics and business intelligence and analyze Decision support systems.
			CO2	To understand Mathematical models for decision making to understand data mining and identify different Data preparation methods
			CO3	To understand concept of Classification and its models and also understand different Clustering methods
			CO4	To analyze different Business intelligence applications such as Marketing models, Logistic and production models and understand Data envelopment analysis such as Efficiency measures, Efficient frontier, The CCR model, Identification of good operating practices
			CO5	To understand Knowledge Management ,Artificial Intelligence and Expert Systems and its various structure and application
	Principles of Geographic Information Systems	USIT604	CO1	Demonstrate proficiency in the use of GIS tools to create maps that are fit-for-purpose and effectively convey the information they are intended to.
			CO2	Effectively communicate and present project results in oral, written, and graphic forms.
			CO3	Demonstrate confidence in undertaking new (unfamiliar) analysis using GIS, troubleshoot problems in GIS, and seek help from software/website help menus and the GIS community to solve problems.
			CO4	Apply mathematical concepts, including statistical methods, to data to be used in geospatial analysis.
			CO5	Gather and process original data using a Global Positioning System (GPS) or other Global Navigation Satellite Systems (GNSS).
	IT Service Management	USIT605	CO1	Describe the key principles of IT service management.
			CO2	Outline the important processes of IT service management.
			CO3	Demonstrate the comprehension of a framework of IT service management.
			CO4	Analyze an IT service organization in terms of processes and functions and to discuss the roles involved in IT service management.
			CO5	Practice IT asset and service cataloging also to draft a component in an IT service management agreement.

**BUNTS SANGHA'S**  
**S.M.SHETTY COLLEGE OF SCIENCE, COMMERCE & MANAGEMENT STUDIES POWAI**

**Bachelor of Arts in Multimedia and Mass Communication**

Semester	Subject		Course Outcomes
Semester 1	<b>EFFECTIVE COMMUNICATION –I</b>	CO1	To make the students aware of functional
		CO2	To make the students aware of operational use of language in media.
		CO3	To equip or enhance students with structural and analytical reading, writing and thinking skills.
		CO4	To introduce key concepts of communications
	<b>FOUNDATION COURSE –I</b>	CO1	To introduce students to the overview of the Indian Society.
		CO2	To help them understand the constitution of India.
		CO3	To acquaint them with the socio problems of India.
		CO4	To acquaint them with the political problems of India.
	<b>VISUAL COMMUNICATION</b>	CO1	To provide students with tools that would help them visualize and communicate.
		CO2	Understanding Visual communication as part of Mass Communication
		CO3	To acquire basic knowledge to be able to carry out a project in the field of visual communication, and the to understand and analyze visual communication from a critical perspective
		CO4	To acquire basic knowledge in theories and languages of Visual Communication
	<b>FUNDAMENTALS OF MASS COMMUNICATION</b>	CO1	To introduce students to the history, evolution and the development of Mass Communication in the world with special reference to India.
		CO2	To study the evolution of Mass Media as an important social institution.
		CO3	To understand the development of Mass Communication models.
		CO4	To develop a critical understanding of Mass Media and to understand the concept of New Media and Media Convergence and its implications.
	<b>CURRENT AFFAIRS</b>	CO1	To provide learners with overview on current developments in various fields by Twenty minutes of newspaper reading and discussion is mandatory in every lecture
		CO2	To generate interest among the learners about burning issues covered in the media
		CO3	To equip them with basic understanding of politics, and economics so that students can grasp the relevance of related news.
		CO4	To equip them with basic understanding of environment and technology so that students can grasp the relevance of related news.

	<b>HISTORY OF MEDIA</b>	CO1	Learner will be able to understand Media history through key events in the cultural history and to enable the learner to understand the major developments in media history.
		CO2	To understand the history and role of professionals in shaping communications, to understand the values that shaped and continues to influence Indian mass media.
		CO3	Learner will develop the ability to think and analyze about media.
		CO4	To sharpen the reading, writing, speaking and listening skills that will help the students to understand the development of Media
<b>Semester 2</b>	<b>Effective Communication Skills-II</b>	CO1	To make the students aware of use of language in media and organization.
		CO2	To equip or enhance students with structural and analytical reading skills
		CO3	To equip or enhance students with writing and thinking skills.
		CO4	To introduce key concepts of communications.
	<b>FOUNDATION COURSE - II</b>	CO1	To introduce students to the overview of the Indian Society.
		CO2	To help them understand the constitution of India.
		CO3	To acquaint them with the socio problems of India.
		CO4	To acquaint them with the political problems of India.
	<b>CONTENT WRITING</b>	CO1	To provide students with tools that would help them communicate effectively.
		CO2	Understanding crisp writing as part of Mass Communication
		CO3	The ability to draw the essence of situations
		CO4	The ability to develop clarity of thought
	<b>INTRODUCTION TO ADVERTISING</b>	CO1	To provide the students with basic understanding of advertising, growth, importance and types.
		CO2	To understand an effective advertisement campaigns, tools, models etc.
		CO3	To comprehend the role of advertising , various departments, careers and creativity
		CO4	To provide students with various advertising trends, and future.
	<b>INTRODUCTION TO JOURNALISM</b>	CO1	To help media students to acquaint themselves with an influential medium of journalism that holds the key to opinion formation & to create awareness.
	<b>MEDIA GENDER &amp; CULTURE</b>	CO1	To discuss the significance of culture and the media industry.
		CO2	To understand the association between the media, gender and culture in the society.
		CO3	To stress on the changing perspectives of media, gender and culture in the globalized era.
<b>Semester 3</b>	<b>MOTION GRAPHICS and VISUAL EFFECTS</b>	CO1	Understand the difference between a visual effect and a special effect. Determine when to choose whether to

			create a visual effect or a special effect and determine when the two techniques can work together
		CO2	Understand basic image processing techniques. Pull mattes using various image processing techniques including Chroma-keying
		CO3	Track motion data using various techniques.
		CO4	Describe and use the compositing process and identify major applications used in industry. Develop a visual effects pipeline for integration in the filmmaking process.
	<b>Electronic Media</b>	CO1	To make the students acquainted with working of the radio.
		CO2	To make the students acquainted with working of the television.
		CO3	The content is useful for both advertising and journalism students in order to further their careers in their respective fields.
	<b>Theatre and Mass Communication-I</b>	CO1	Individual and team understanding on theatrical Arts
		CO2	Taking ownership of space, time, story-telling, characterization and kinesthetic
		CO3	Shaping young students' minds through expression of their perception, creating awareness of their role and place in society, their responsibilities and possibilities
	<b>Radio Program Production-I</b>	CO1	The course is intended to explore the art of audio production.
		CO2	The students are made familiar with the aesthetics of sound
		CO3	The students are made familiar with the application of aesthetics of sound in various radio programme formats.
		CO4	To provide them with the basic knowledge and understanding of radio business and production.
	<b>CORPORATE COMMUNICATION and PUBLIC RELATIONS</b>	CO1	To provide the students with basic understanding of the concepts of corporate communication and public relations.
		CO2	To introduce the various elements of corporate communication and consider their roles in managing media organizations.
		CO3	To examine how various elements of corporate communication must be coordinated to communicate effectively in today's competitive world.
		CO4	To develop critical understanding of the different practices associated with corporate communication with the latest trends and social media tools.
	<b>MEDIA STUDIES</b>	CO1	To provide an understanding of media theories
		CO2	To understand the relationship of media with culture and society
		CO3	To understand Media Studies in the context of trends in Global Media

<b>Semester 4</b>	<b>Introduction To Photography</b>	CO1	To introduce to media learner the ability of image into effective communication. To help the learner understand that media photography is a language of visual
		CO2	To practice how picture speaks thousand words by enlightening the learner on how.
		CO3	To develop the base of visualization among learners in using pictures in practical
		CO4	To help learner work on given theme or the subject into making a relevant picture or photo feature
	<b>Film Communication-I</b>	CO1	To inculcate liking and understanding of good cinema.
		CO2	To make students aware with a brief history of movies; the major
		CO3	Understanding the power of visuals and sound and the ability to make use of them in effective communication
		CO4	Insight into film techniques and aesthetics.
	<b>COMPUTERS MULTIMEDIA -01</b>	CO1	To help learners make media industry ready. This will help learners to be aware of the minimum requirement of the software when stepping out in the industry.
		CO2	To introduce the media software's to make the learners understand what goes behind the scene and help them choose their stream.
		CO3	To prepare learners skilled enough for independency during project papers in TY Sem VI.
		CO4	To help learners work on small scale projects during the academic period.
	<b>MOTION GRAPHICS and VISUAL EFFECTS-II</b>	CO1	Understand the difference between a visual effect and a special effect. Determine when to choose whether to create a visual effect or a special effect and determine when the two techniques can work together.
		CO2	Understand basic image processing techniques. Pull mattes using various image processing techniques including Chroma-keying
		CO3	Track motion data using various techniques.
		CO4	Describe and use the compositing process and identify major applications used in industry. Develop a visual effects pipeline for integration in the filmmaking process.
	<b>Electronic Media-II</b>	CO1	To make the students acquainted with working of the radio.
		CO2	To make the students acquainted with working of the television.
		CO3	The content is useful for both advertising and journalism students in order to further their careers in their respective fields.
	<b>Theatre and Mass Communication-II</b>	CO1	Individual and team understanding on theatrical Arts
		CO2	Taking ownership of space, time, story-telling, characterization and kinesthetic

	<b>Radio Program Production-II</b>	CO3	Shaping young students' minds through expression of their perception, creating awareness of their role and place in society, their responsibilities and possibilities
		CO1	To give learner basic knowledge of radio/audio production theory, techniques and aesthetics via practical experience in the writing and production of several program formats.
		CO2	To make familiar them with the art of audio recording, editing, mixing, and aural storytelling techniques.
	<b>Writing and Editing for Media</b>	CO1	Provide the ability to understand writing styles that fit various media platforms. It would help the learner acquire information gathering skills and techniques.
		CO2	On completion of this course, students will be able to understand similarities and differences in writing for all forms of media including internet and digital.
		CO3	The learner will gather knowledge of different news and copy formats along with appropriate style-sheets and layout. Provide acquire basic proficiency in proof-reading and editing
		CO4	The learner will imbibe the importance of writing clearly, precisely and accurately for different types of audiences
	<b>Media Laws and Ethics</b>	CO1	To provide the learners with an understanding of laws those impact the media.
		CO2	To sensitize them towards social responsibility of media.
		CO3	To sensitize them towards the ethical responsibility of media.
	<b>MASS MEDIA RESEARCH</b>	CO1	To introduce students to debates in Research approaches and equip them with tools to carry on research
		CO2	To understand the scope media research
		CO3	To understand the techniques of media research
		CO4	To understand utility and limitations of media research
	<b>Film Communication II</b>	CO1	Awareness of cinema of different regions.
		CO2	Understand the contribution of cinema in society.
		CO3	How to make technically and grammatically good films, From making to marketing of films. Economic aspects of film.
		CO4	Careers in films.
	<b>Computer Multimedia II</b>	CO1	To help learner be media industry ready. This will help learners to be aware of the minimum requirement of the software when stepping in the industry.
		CO2	To introduce the media soft wares to make the learner understand what goes behind the scene and help them choose their stream.
		CO3	To prepare learner skilled enough for independency during project papers in TY sem.VI.
		CO4	To prepare learner skilled enough for independency during project papers in TY sem.VI.



	SEMESTER V JOURNALISM		
Semester 5 JOURNALISM	Reporting (Compulsory)	CO1	To enable students to become Reporters which is supposed to be a prerequisite while entering into the field of Journalism by making them understand the basic ethos of the news and news-gathering.
		CO2	To prepare them to write or present the copy in the format of news.
		CO3	To develop a nose for news and to train them to acquire the skills of news-gathering with traditional as well as modern tools and the skills for investigative journalism.
		CO4	To make them understand the basic structure/ essential knowledge for various beats and to make them responsible reporters and the face of the media.
	Investigative Journalism (Compulsory)	CO1	Understand the role of investigative reporting in modern journalism
		CO2	To learn to conduct investigative research in an ethical manner.
		CO3	To acquire advanced investigative journalistic skills and to create and write excellent investigative stories for media.
		CO4	Learner will acquire the ability to understand and analyze the key areas of investigative journalism even with limited resources.
	Features and Writing For Social Justice	CO1	To provide students with technique of narration and storytelling
		CO2	To share the art of developing a story idea
		CO3	To acquaint and sensitize them through assignments to the issues of deprivation around us
		CO4	To use writing as a tool for social justice
	WRITING and EDITING SKILLS	CO1	To provide learners with tools and techniques of editing and writing.
		CO2	To acquaint learners with the art of narration and storytelling strictly within the contours of journalistic principles
	GLOBAL MEDIA and CONFLICT RESOLUTION	CO1	To help students understand the difference in the role and structure of the media across the globe.
		CO2	To develop an understanding of the hold of media conglomerates and the issues of cultural differences
		CO3	To help students appreciate the potential of the media in resolving conflicts.
	BUSINESS and FINANCIAL JOURNALISM	CO1	The overall objective of this course is to provide students with the background, knowledge and skills necessary to be business and financial journalists.
		CO2	To create awareness about the importance of business and financial news and its role in coverage, reporting and editing and provide a basic understanding of the world of business and finance by localizing financial and economic data effectively.
		CO3	Acquire the skills to write different kinds of Business and Financial leads and to acquire the skill to convert Business news releases into Business and financial reports



	<b>MOBILE JOURNALISM and NEW MEDIA</b>	CO4	To improve skills in reporting and writing basic and complex business and financial stories in different beats
		CO1	Global adoption of mobile and its versatility has influenced and changed journalism in New Age Media. M-Learning, in the Era of New Media is the most effective method to get ready for the eventual fate of the media and life in a portable first world.
		CO2	Step by step instructions to report and connect with crowds utilizing cell phones.
		CO3	Step by step instructions to utilize the accepted procedures for ease of use and item plan when constructing your portable encounters in Journalism.
		CO4	The most effective method to settle on educated choices about structure portable news items crosswise over stages. The most effective method to get ready for the eventual fate of wearable different patterns that may change the course of portable media and news-casting.
	<b>NEWS MEDIA MANAGEMENT</b>	CO1	To make students aware about the responsibilities, structure and functioning of responsibilities of an organization.
		CO2	Students will be able to analyze individual media businesses and understand the Economic drivers of the media economy.
		CO3	Students will have developed hands-on experience as content marketers using journalistic and digital techniques.
		CO4	Students will have gained a perspective on the evolution of media in the last 25 years and on key current trends.
	<b>JOURNALISM and PUBLIC OPINION</b>	CO1	To understand the role of the media in influencing and impacting Public opinion.
		CO2	To analyze the formation of Public opinion through digital and social media.
		CO3	To analyze the impact of the media on public opinion on socio-economic issues.
		CO4	To make students aware of the theoretical framework of research on media and society.
	<b>MEDIA LAWS and ETHICS</b>	CO1	To help students understand the laws that impact the media.
		CO2	To develop an understanding of the ethical responsibilities of the media
		CO3	To help students appreciate the challenges of fake news in a new changing ecosystem of news and information
		CO4	To help students appreciate the challenges of misinformation in a new changing ecosystem of news and information
<b>Semester 6</b>	<b>DIGITAL MEDIA</b>	CO1	Understand digital marketing platform
		CO2	Understand the key goals and stages of digital campaigns
		CO3	Understand the of use key digital marketing tools

		CO4	Learn to develop digital marketing plans
	<b>NEWSPAPER and MAGAZINE DESIGN</b>	CO1	The learner is required to understand the process of print media production since the content collection to the final print ready layout which includes news weightage as well as article relevancy and the visual treatment to the text block. The appearance of the various text blocks matters in layout.
		CO2	Learner should be able to reconstruct headlines suitable for the space keeping the core meaning and intensity intact.
		CO3	Learners are expected to develop software skills to be employable in industry.
		CO4	Learners shall develop the aesthetic vision and understand the discipline behind a layout
	<b>CONTEMPORARY ISSUES</b>	CO1	To stress the importance of social economic political aspects of the society as a media professional.
		CO2	To understand the role of media as a strategy
		CO3	To create awareness on various issues
		CO4	To mobilize to bring social progress.
	<b>LIFESTYLE JOURNALISM</b>	CO1	Acquire a conceptual overview of lifestyle journalism and its function in the media industry.
		CO2	Acquire an ability to report on lifestyle journalism stories or events in a clear, concise, factual and meaningful way.
		CO3	It is a combination of practical skills and conceptual understanding of how this form of journalism is increasingly relevant for the 21st century. This course will help the learner acquire an ability to understand audiences and markets in which the lifestyle journalists provide information.
		CO4	It will teach students how to do lifestyle journalism with integrity, exploring the broader lifestyle field while focusing on a variety of sub-fields such as travel, music, movies, arts and food, along with students' special interests
	<b>PHOTO AND TRAVEL JOURNALISM</b>	CO1	The objective of this course is to develop the ability of the learner to bring life into the story through characters and descriptions of places using photographs.
		CO2	The learner will be able to spread knowledge about different destinations through writings
		CO3	To understand the diverse audiences that are interested in travel and lifestyle-related content.
		CO4	To understand the use of camera and images to drive interest in stories.
	<b>MAGAZINE JOURNALISM</b>	CO1	This course introduces the students to the nuances of magazine journalism, feature writing and Reviews.
	<b>SPORTS JOURNALISM</b>	CO1	To provide learners with tools and techniques of sports writing and analysis.

<b>Semester 5 TY AD</b>		CO2	To acquaint learners with the importance of different sports tournaments from a commercial point of view.
		CO3	To educate learners about careers in sports journalism.
	<b>CRIME REPORTING</b>	CO1	Think of an approach to convey the news to India and the remainder of the world with most extreme trustworthiness.
		CO2	Students will learn the art of covering news
		CO3	Students will have a thorough learning of criminal journalism in this subject,
	<b>FAKE NEWS and FACT CHECKING</b>	CO1	To give media students the understanding of the differentiation between real news and fake news.
		CO2	To make media students aware of information disorder and to give students a thorough knowledge of information literacy and media.
		CO3	To give students a hand on knowledge on fact checking.
		CO4	To give students a practical overview of social media verification.
	<b>TELEVISION JOURNALISM</b>	CO1	To provide students with technique of narration and story telling
		CO2	To share the art of developing a story idea
		CO3	To acquaint and sensitize them through assignments to the issues of deprivation around us
		CO4	Using writing as a tool for social justice
	<b>COPYWRITING</b>	CO1	To familiarize the students with the concept of copywriting as selling through writing
		CO2	To learn the process of creating original, strategic, compelling copy for various media
		CO3	To train students to generate, develop and express ideas effectively
		CO4	To learn the rudimentary techniques of advertising - headline and body copywriting.
		CO5	To be able to use the power of creativity for a commercial/business reason, to hone the necessary skills required for verbal/written and visual communication.
	<b>ADVERTISING &amp; MARKETING RESEARCH</b>	CO1	To inculcate the analytical abilities and research skills among the students.
		CO2	To understand research methodologies – Qualitative vs. Quantitative
		CO3	To discuss the foundations of Research and audience analysis that is imperative to successful advertising.
		CO4	To understand the scope and techniques of Advertising and Marketing research, and their utility.
	<b>GLOBALIZATION AND INTERNATIONAL ADVERTISING (ELECTIVE)</b>	CO1	To introduce to media students about the concept of Globalization and its impact on Global Media and International Advertising.
		CO2	To help the student understand and practice Global Communication.

		CO3	To develop media student's understanding on Global Brands. To introduce to media students about concept and process of International advertising.
		CO4	To help students formulate international advertising campaign by identifying strategies, barriers, challenges and steps to create international advertising.
		CO5	Career opportunities: As Global Brand Managers, Global Content Writer for Ads and Ad Campaigns, Global Market Communicators in Digital Media, career in ad agencies for Global Market.
	<b>BRAND BUILDING (ELECTIVE)</b>	CO1	To understand the awareness and growing importance of Brand Building
		CO2	To know how to build, sustain and grow brands
		CO3	To know the various new way of building brands
		CO4	To know about the global perspective of brand building.
	<b>AGENCY MANAGEMENT (ELECTIVE)</b>	CO1	To acquaint the students with concepts, techniques and give experience in the application of concepts for developing an effective advertising campaign.
		CO2	How an ad agency works and what opportunities exist
		CO3	To familiarize students with the different aspects of running an ad agency
		CO4	To inculcate competencies thereby enabling to undertake professional work with advertising industry.
	<b>ACCOUNT PLANNING &amp; ADVERTISING (ELECTIVE)</b>	CO1	To familiarize the students with the concept of Account Planning
		CO2	Provide students with an understanding of the discipline of account planning and strategy development
		CO3	Understanding of advertising research methods.
		CO4	Think critically and analytically, connect what a brand offers to what an audience wants
		CO5	Persuade others to see what you see, telling a compelling story, verbally and in writing (persuasive communications)
	<b>SOCIAL MEDIA MARKETING (ELECTIVE)</b>	CO1	Students learn real-world skills from leading designers, artists, and entrepreneurs. The primary goal is to create problem solvers who strike a balance between traditional art and technology, and between individual vision and teamwork.
		CO2	With a fundamental understanding of digital tools and their creative applications, graduates meet the demands of a diverse and expanding job market in visual story telling.
		CO3	Identify and apply strategies to improve and succeed no matter what their initial skills. Solve problems and learn from creative risks by using people skills, design principles, and processes. Build a strong foundation in all aspects of design and production for storytelling in motion. Use inspiration in fields outside of digital

Semester 6 TY AD			media such as poetry, science, music, astronomy, history, dance, and more.
		CO4	Develop a professional commitment to their field, their work, and themselves; preparing them to be members and leaders in their profession, as well as learning how to act both as individuals and as team members to support the whole.
		CO1	To understand the awareness and growing importance of Direct Marketing
		CO2	The objective is to use various direct marketing techniques (traditional and modern) for reaching to ultimate customers and build up customer loyalty and database management
	<b>DIRECT MARKETING &amp; E-COMMERCE (ELECTIVE)</b>	CO3	To understand increasing significance of E-Commerce and its applications in business and various sectors.
		CO4	To provide an insight on Direct Marketing activities on various Social Media platforms through E-commerce and its emerging significance in business.
		CO1	To understand the sociological perspective of consumer behavior.
		CO2	To understand the psychological perspective of consumer behavior.
	<b>CONSUMER BEHAVIOUR (ELECTIVE)</b>	CO3	To introduce students to the complexities of consumer behavior, its importance in marketing & advertising.
		CO4	To sensitize students to the changing trends in consumer behavior.
		CO1	Understanding the planning involved in making audio visual communication effectively.
		CO2	To prepare students for effective and ethical public communication
	<b>DOCUMENTARY &amp; AD FILM MAKING (ELECTIVE)</b>	CO3	To help students acquire basic skills in the practical aspects of Documentary and Ad Film making.
		CO4	Equip students with skills to write and shoot effective Documentary and Ad film.
	<b>DIGITAL MEDIA</b>	CO1	Understand digital marketing platform
		CO2	Understand the key goals and stages of digital campaigns
		CO3	Understand the of use key digital marketing tools
		CO4	Learn to develop digital marketing plans
	<b>ADVERTISING DESIGN</b>	CO1	Learners shall understand the process of planning & production of the advertisement.
		CO2	To highlight the importance of visual language as effective way of communication.
		CO3	To provide practical training in the field of advertising & make learner industry ready.
	<b>ADVERTISING IN CONTEMPORARY SOCIETY (ELECTIVE)</b>	CO1	To understand the environment of Advertising in Contemporary Society
		CO2	To understand Liberalization and its impact on the economy and other areas of Indian society

	<b>BRAND MANAGEMENT (ELECTIVE)</b>	CO3	To compare and analyze the advertising environment of different countries
		CO1	To understand the awareness and growing importance of brand management.
		CO2	To know how to build, sustain and grow brands
		CO3	To know the various sources of brand equity.
		CO4	To know about the global perspective of brand management
	<b>MEDIA PLANNING &amp; BUYING (ELECTIVE)</b>	CO1	To develop knowledge of major media characteristics
		CO2	To understand procedures, requirements, and techniques of media planning and buying.
		CO3	To learn the various media mix and its implementation
		CO4	To understand budget allocation for a Media plan and fundamentals
	<b>ADVERTISING AND SALES PROMOTION (ELECTIVE)</b>	CO1	Students should be able to demonstrate a thorough understanding of the major sales promotion concepts
		CO2	Use a framework to make effective sales promotion decisions
		CO3	Adopt the necessary skills and point of view of an effective sales promotion campaign
	<b>RURAL MARKETING AND ADVERTISING (ELECTIVE)</b>	CO1	To introduce to Media students about the concept of Rural Marketing and Rural economy.
		CO2	To make students to understand about Rural Environment and demography of Rural India.
		CO3	To help students to understand marketing Mix Strategies for Rural Consumer and Agricultural goods and service.
		CO4	To develop communication skills in media students and to understand Rural communication in contemporary society.
		CO5	To help students for developing more creative skills for advertising strategies
	<b>RETAILING AND MERCHANDISING (ELECTIVE)</b>	CO1	To introduce the students the concept of Retailing, to make them understand the strategies of Retail Marketing.
		CO2	To make the students aware about the need of retail consumers and their behavior.
		CO3	To introduce the concept of merchandising. Introduces students to different skills of merchandising.
		CO4	Introducing social behavior and attitude of consumers over merchandising and Retailing.
		CO5	Skills of retail communication and trends of information technology tools.
	<b>ENTERTAINMENT AND MEDIA MARKETING (ELECTIVE)</b>	CO1	To equip students with an understanding of marketing practices, frameworks, and trends in the Entertainment Sector
		CO2	Introducing the students to the television industry and film industry.

		CO3	Will make students go through different case studies regarding radio marketing skills, Social media marketing skills etc.
		CO4	Will help to know the impact of media industry on the viewers, understanding its characteristics
	<b>TELEVISION PROGRAM PRODUCTION (ELECTIVE)</b>	CO1	Making Understand the Indian Television History.
		CO2	Will help to analyze the cultural impact of television on the audience.
		CO3	Understating Television Journalism.
		CO4	Introducing the Contemporary Trends of Television programming to students.
		CO5	Help the students to gain knowledge regarding the various measurement formats and reporting skills of television.



**BUNTS SANGHA'S  
S.M.SHETTY COLLEGE OF SCIENCE, COMMERCE & MANAGEMENT STUDIES POWAI**

**Bachelor of Management Studies**

Semester	Subject	Subject Codes	Course Outcomes
Semester 1	Business Communication	UBMSFSI.4	CO1 Summarizing theory of communication.
			CO2 Understanding obstacles to Communication in Business World
			CO3 Evaluating business correspondence, theory of business letter writing, personnel correspondence
			CO4 Ability to analyses language and writing skills.
	Foundation of Human Skills	UBMSFSI.6	CO1 To identify different types of personality traits, thinking skills, learning, perception and intelligence
			CO2 To learn group behavior through group dynamics, team effectiveness, power , politics and conflicts resolution
			CO3 To understand the concept of motivation and organizational culture
			CO4 To understand organizational change, creativity, development and work stress
	Business Law	UBMSFSI.2	CO1 Define & Identify the fundamental legal principles behind contracts & agreements. Apply basic legal knowledge to business transactions.
			CO2 Demonstrate basic understanding of the Company Law
			CO3 Discover the use of Negotiable Instrument
			CO4 Demonstrate an understanding of the Legal requirements for IPR
	Business Statistics	UBMSFSI.3	CO1 Understand the various terminologies associated with statistics and create questionnaires etc. and apply different methods for data collection and classification. Memorize and apply various statistical techniques and measures of central tendency and dispersion to analyses data and learn to apply correlation and regression for studying relationships between variables
			CO2 Analyze time series and evaluate the effects of time for different real life situations; understand the economy by learning to apply the statistical tool of index numbers
			CO3 Apply various statistical techniques and measures of central tendency and dispersion to analyses data
			CO4 Apply concepts in problems of probability and decision theory in real life situations even at corporate level

	<b>Business Economics</b>	<b>UBMSFSI.7</b>	CO1	Understand the standard analytical tools of applied economics
			CO2	Calculate market demand and elasticity of demand
			CO3	Calculate various types of production costs and able to understand short run and long run production function
			CO4	Determine different market structures
			CO5	Evaluate how pricing methods are used in business world
	<b>Introduction to Financial Accounts</b>	<b>UBMSFSI.1</b>	CO1	Define accounting terminologies, concepts and conventions. Recognize, summarize, classify and record business transaction.
			CO2	Classify the Expenditure and Receipts into Revenue, Capital and Deferred Revenue.
			CO3	Solve practical problems related to Depreciation Accounting, preparation of Trial Balance and Final Accounts.
			CO4	Prepare Bank Reconciliation Statements.
	<b>Foundation Course- I</b>	<b>UBMSFSI.5.1</b>	CO1	To understand the multi-cultural diversity of Indian society through its demographic composition, regional variations and linguistic diversity
			CO2	To understand the concept of disparity arising out of social stratification and inequalities.
			CO3	To examine inequalities manifested due to the caste system and inter-group conflicts. To examine the causes and effects of conflicts arising out of regionalism and linguistic differences.
			CO4	To understand the philosophy of the Indian Constitution, its basic features, structure of the Pre-amble, Main body and schedules. To classify the fundamental duties of an Indian citizen.
			CO5	To understand the party system in Indian politics. To illustrate the role and significance of women in politics.
<b>Semester 2</b>	<b>Business Communication-II</b>	<b>UBMSFSII.4</b>	CO1	To understand and develop presentation skills.
			CO2	Demonstrating and understanding what group communication is.
			CO3	To analyses business correspondence, trade letters and other letters.
			CO4	To evaluate language and writing skills.
	<b>Business Environment</b>	<b>UBMSFSII.6</b>	CO1	Describe various concepts related to Business and Business Environment. Differentiate between the components of Business Environment. Diagnose various business environment and its impact on business.

			CO2	Describe the competitive environment of the business, Competitive Strategies and Michael Porters Five Force Analysis.
			CO3	Review the international Environment and describe various components of International Environment
			CO4	Analyze the challenges faced by Business Sectors with respect to Sunrise Sectors of Indian Economy and International Environment.
	<b>Industrial Law</b>	<b>UBMSFSII.2</b>	CO1	Discover the laws related to Industrial Relations & Industrial Disputes
			CO2	Develop and illustrate law related to health, safety and welfare in a factory
			CO3	Illustrate basic understanding of Social Legislation
			CO4	Define & Demonstrate basic understanding of laws related to Compensation Management in Industries
	<b>Business Mathematics</b>	<b>UBMSFSII.3</b>	CO1	Define and compute the terms related to interest and annuity
			CO2	Calculate the derivatives, maxima and minima of functions; define and find marginal functions pertaining to different economics problems
			CO3	Memorize the definitions related to finite differences and apply numerical methods (interpolation) to obtain approximate solutions to mathematical problems.
			CO4	Compute matrices and determinants and apply this knowledge in input output analysis
	<b>Principles of Management</b>	<b>UBMSFSII.7</b>	CO1	To learn and understand the concepts of management and various management theory which will aid the understanding of other management functions.
			CO2	To learn and understand the various aspects of planning and decision making.
			CO3	To learn and understand organizing, departmentation, span of control and delegation and their various aspects.
			CO4	To learn and understand various aspects of Directing, Leadership, Co-ordination and Controlling
	<b>Principles of Marketing</b>	<b>UBMSFSII.1</b>	CO1	To understand basics of marketing and its concepts
			CO2	To learn the environment in which marketer works and how it extracts and uses information
			CO3	To understand in detail the concept of marketing mix
			CO4	To get introduced to segmentation, targeting and latest trends in marketing

	<b>Foundation Course- II</b>	<b>UBMSFSII.5.1</b>	CO1	Understanding the concept of Liberalization, Globalization and Privatization
			CO2	Explaining the concepts of Human Rights
			CO3	Understanding the concept of Environment, Ecology and their interconnectedness and Concept of Sustainable Development
			CO4	Explaining the causes of stress and conflicts in individuals and society
			CO5	Identifying different mechanisms for coping with stress and Conflict Resolution methods
<b>Semester 3</b>	<b>Strategic Management</b>	<b>UBMSFSIII.6</b>	CO1	To develop understanding for strategy and strategic management
			CO2	To understand different types of strategies and their application
			CO3	To learn how to implement strategies
			CO4	To learn various techniques of strategic evaluation
	<b>Accounting for Managerial Decision</b>	<b>UBMSFSIII.5</b>	CO1	Analyze and interpretation of financial statements
			CO2	Understanding the basic concepts, functions, process, techniques of Ratio analysis
			CO3	Understanding of cash flow statement
			CO4	Explain and apply Receivables management and Working Capital Management
	<b>Business Planning and Entrepreneurship</b>	<b>UBMSFSIII.4</b>	CO1	To understand various theories of entrepreneurship, concept and need of entrepreneurship development and external factors influencing entrepreneurship development.
			CO2	To illustrate various types of entrepreneurs, Women Entrepreneurship: Problems and solutions, and the concept of Social Entrepreneurship
			CO3	To develop Creativity, Invention and Innovation, an Idea Generation process, Business Planning Process and creation of a subsequent Business plan.
			CO4	To examine various steps involved in starting a venture, the Institutional Support available to Entrepreneurs and the new trends in entrepreneurship.
	<b>Foundation Course - III (Environmental Management &amp; Sustainability)</b>	<b>UBMSFSIII.3.01</b>	CO1	To learn the various environmental concepts, biogeochemical cycles and resources.
			CO2	To evaluate various current environmental issues and apply remedies for the same
			CO3	To demonstrate an understanding of rules and regulations relating to environmental aspects of

				business and sustainability
			CO4	To develop innovative environment friendly business models
	<b>Information Technology for Business Management-I</b>	<b>UBMSFSIII.2</b>	CO1	Distinguish between different Information Systems and its major components
			CO2	Design and manage documents, spreadsheets, present effective presentations and emails effectively.
			CO3	Describe fundamental concepts of internet and e-commerce technologies.
			CO4	Explain various threats and IT risks related to e-commerce.
	<b>Advertising</b>	<b>UBMSFSIII.1.07</b>	CO1	To learn the concepts related to advertising and examine the growing importance of advertising.
			CO2	To understand the construction of an effective advertisement.
			CO3	To understand the role of advertising in contemporary scenario.
			CO4	To understand the future and career in advertising.
	<b>Consumer Behavior</b>	<b>UBMSFSIII.1.05</b>	CO1	To develop an understanding about the consumer decision making process and its applications in marketing functions of the firms.
			CO2	To equip students with basic knowledge about issues and dimensions of Consumer Behavior.
			CO3	To develop the skill of understanding and analyzing consumer information and using it to create consumer- oriented marketing strategies.
			CO4	To evaluate the impact of new trends on consumer buying behavior.
	<b>Basics of Financial Services</b>	<b>UBMSFSIII.1.01</b>	CO1	To determine the need of financial system and describe how and why financial system works.
			CO2	To Have a practical understanding of various financial institutions and their functioning
			CO3	To understand the framework of insurance in India.
			CO4	To provide with the knowledge of risk and rewards of investing in mutual funds.
	<b>Corporate Finance</b>	<b>UBMSFSIII.1.04</b>	CO1	Identify various Sources of Funds and describe its features. Analyze the Capital Structure of a company with respect to Cost of Capital and advise a profitable Investment.
			CO2	Evaluate better Investment opportunities using Capital Budgeting Techniques.
			CO3	Analyze the Risk and Returns
			CO4	Apply the concept of compounding and discounting based on Time Value of Money

Semester 4	<b>Business Research Methods</b>	<b>UBMSFSIV.4</b>	CO1	To develop understanding for research in social science and its key concepts
			CO2	To learn about different types of data collection technique and how to conduct research
			CO3	To use statistical tools to process and analyze data
			CO4	To learn how to report the research and ethical code associated with research
	<b>Business Economics-II</b>	<b>UBMSFSIV.5</b>	CO1	Calculate the various concepts of national income
			CO2	Understand Keynesian Economics
			CO3	Understand the various theories of public revenue and public expenditure
			CO4	Understand the concepts related to international trade
	<b>Production and Total Quality Management</b>	<b>UBMSFSIV.6</b>	CO1	To acquaint learners with the basic management decisions with respect to production and quality management
			CO2	To make the learners understand the designing aspect of production systems
			CO3	To make the learners well equipped with the quality certification and benchmarking in their operations
			CO4	To understand the basis of Productivity and Quality management in operations
	<b>Foundation Course - IV (Ethics &amp; Governance)</b>	<b>UBMSFSIV.3.01</b>	CO1	To understand significance of ethics and ethical practices in businesses which are indispensable for progress of a country
			CO2	To learn the applicability of ethics in functional areas like marketing, finance and human resource management
			CO3	To understand the theory, need, models and practices of Corporate Governance.
			CO4	To study the ethical business practices, CSR and Corporate Governance practiced by various organizations
	<b>Information Technology for Business Management-II</b>	<b>UBMSFSIV.2</b>	CO1	Describe the role of information technology and decision support systems in business and record the current issues with those of the firm to solve business problems.
			CO2	Identify the important business functions provided by typical business software such as enterprise resource planning and customer relationship management
			CO3	Distinguish between various data models and illustrate the concepts of databases and data mining
			CO4	Differentiate between various outsourcing models like BPO,KPO and ITO

	<b>Event Marketing</b>	<b>UBMSFSIV.1.07</b>	CO1	Understanding the basic concepts of Event Marketing.
			CO2	Classifying various categories of Events and developing an understanding of the same
			CO3	Explaining various concepts and strategies relating to Event Pricing
			CO4	Identifying the latest trends and challenges in Event Marketing
	<b>Integrated Marketing Communications</b>	<b>UBMSFSIV.1.05</b>	CO1	To equip the students with knowledge about the nature, purpose and complex construction in the planning and execution of an effective Integrated Marketing Communication (IMC) program
			CO2	To understand the various tools of IMC and the importance of coordinating them for an effective marketing communication program
			CO3	To make learners aware about the tools of IMC in a communication mix
			CO4	To create awareness of ethics & evaluation in marketing communication.
	<b>Financial Institutions &amp; Markets</b>	<b>UBMSFSIV.1.01</b>	CO1	Understanding the theoretical settings of Financial System in India
			CO2	Describing the Financial Regulators & Institutions in India
			CO3	Identify Indian Financial Markets - Money Market and Capital Markets
			CO4	Analyze Financial System Designs around the world
	<b>Corporate Restructuring</b>	<b>UBMSFSIV.1.04</b>	CO1	To develop and describe corporate restructuring as a business strategy and also different forms of restructuring.
			CO2	To provide adequate knowledge of the accounting treatment of internal and external reconstruction.
			CO3	To develop an understanding of the impact of reorganization on the company.
			CO4	To make students understand the impact of reorganization on the company.
<b>Semester 5</b>	<b>Corporate Communication and PR</b>	<b>46001</b>	CO1	To introduce the students to the concepts of corporate communication and implementation of ethical code in it
			CO2	To learn about the evolution of public relation and its theories
			CO3	To implement corporate communication in various communication functions
			CO4	To understand the implementation of ICT in different types of corporate communication
	<b>Logistics and Supply Chain Management</b>	<b>46002</b>	CO1	To provide students with basic understanding of concepts of logistics and supply chain management



			CO2	To introduce students to the key activities performed by the logistics function.
			CO3	To provide an insight in to the nature of Logistics and supply chain, its functions and supply chain systems
			CO4	To understand global trends in logistics and supply chain management
	<b>Services Marketing</b>	<b>46004</b>	CO1	To understand distinctive features of services and Challenges & opportunities related to Service Marketing.
			CO2	To identify the key elements in services marketing.
			CO3	To provide insight into ways to improve service quality and productivity.
			CO4	To understand and examine marketing of different services in Indian and Global context.
	<b>Sales and Distribution Management</b>	<b>UBMSFSV.10</b>	CO1	To develop an understanding of the concept of Sales Management and Distribution Management.
			CO2	To demonstrate the selling process, methods of closing sales, sales forecasting techniques, selling skills, selling strategies and theories of selling.
			CO3	To describe the concept of Distribution Channel Management, the Role of Channel Partners and the factors affecting effective management of distribution channels
			CO4	To facilitate comprehension of Sales Performance Evaluation, Distribution Performance Evaluation and recent trends in sales and distribution management.
	<b>Ecommerce and Digital Marketing</b>	<b>46007</b>	CO1	To introduce the concept of E-commerce and its functioning
			CO2	To understand the application of E-business and evaluate its working in comparison to Brick and mortar business
			CO3	To know various laws relating to E-commerce and issues relating to security and privacy
			CO4	To understand and evaluate the application of digital marketing and its impact
	<b>Customer Relationship Management</b>	<b>UBMSFSV.11</b>	CO1	To outline the terms, concepts, customer relations and relationship marketing in CRM
			CO2	To identify CRM Marketing Initiatives, Customer Service and Data Management
			CO3	To appraise the Strategies, Planning, Implementation and Evaluation for effective CRM
			CO4	To evaluate the recent trends and new horizons in CRM

	<b>Investment Analysis &amp; Portfolio Management</b>	<b>46003</b>	CO1	Understand the term, which are often confronted while reading the newspaper, magazine such as beta & capital assets pricing model for better correlation practical world.
			CO2	Calculate & Analyze concept of risk & return associated with various investments avenues.
			CO3	Understand various model & techniques of security portfolio analysis.
			CO4	Understand short term & long term investments avenues
	<b>Wealth Management</b>	<b>46009</b>	CO1	Effectively design, manage and evaluate the performance of alternative investment portfolios in wealth management
			CO2	Critically evaluate the effectiveness of performance evaluation techniques and apply the various approaches to the portfolio
			CO3	Understand various Income Tax Provisions regarding computation of taxable income
			CO4	Learn and Understand various Income Tax Provisions regarding saving taxes and preparation of will
	<b>Commodity &amp; Derivatives Market</b>	<b>46006</b>	CO1	To demonstrate and understanding of fundamental aspects of commodities and derivatives market.
			CO2	To describe and distinguish among alternative derivative instruments and employ theoretical valuation methods to price these financial instruments.
			CO3	To explain the trading, clearing and settlement mechanism in derivate market.
			CO4	Identify how derivative instruments can be used to change or hedge risk and evaluate risks and pay-offs associated with trading such instruments and their implications
	<b>Risk Management</b>	<b>46015</b>	CO1	Understanding the fundamental aspects of risk management, measurement and control
			CO2	Comprehensive analysis of risk governance, risk assurance and stakeholders expectation
			CO3	Explain the basic concepts, functions, process, techniques of risk management
			CO4	Explain risk management in insurance sector
<b>Semester 6</b>	<b>Operations Research</b>	<b>86001</b>	CO1	Demonstrate mathematical concepts and models for the required industry.
			CO2	Illustrate the concepts to solve various problems practically
			CO3	Enhance the proficient in case analysis and interpretation of Operations carried in Business.

	<b>Brand Management</b>	<b>86003</b>	CO4	Identify how to Interpret and apply the results of an operations research model to an organization.
			CO1	To develop an understanding of concept of branding
			CO2	To provide an insight on product strategy, pricing strategy, promotion strategy and channel strategy with respect to branding
			CO3	Interpreting Brand Performance using various techniques
	<b>Retail Management</b>	<b>86006</b>	CO4	To develop an understanding on designing and implementing branding strategies
			CO1	To familiarize the students with retail management concepts, retail formats and emerging trends in retailing.
			CO2	To provide understanding of retail consumer and retail strategy, CRM, HRM, store location and selection in retail.
			CO3	To develop an understanding of retail management terminology including merchandize management, store management and retail strategy.
	<b>International Marketing</b>	<b>86009</b>	CO4	To acquaint the students with legal and ethical aspects of retail management. To create awareness about emerging trends in retail management
			CO1	To understand International Marketing, its Advantages and Challenges and to acquaint with some Trade Body.
			CO2	To provide an insight on the dynamics of International Marketing Environment.
			CO3	To understand the relevance of International Marketing Mix decisions
	<b>Media Planning &amp; Management</b>	<b>86012</b>	CO4	To acquaint the students with the recent developments in Global Market
			CO1	Explain the concept of Media Planning and Identify the sources of information for appropriate planning
			CO2	Compare the features of different media so as to Choose right media mix
			CO3	Identify various techniques of media budgeting and apply media buying process
	<b>Innovative Financial Services</b>	<b>86005</b>	CO4	Identify various media metrics and evaluate media mix buys
			CO1	To explain fundamental concepts of various financial services. To calculate the cost of factoring and take decisions for the same.
			CO2	To distinguish the working of various intermediaries in the financial market

			CO3	To calculate installments for hire purchase and give accounting treatment for same
			CO4	To understand the fundamentals of consumer finance and credit rating
	<b>International Finance</b>	<b>86002</b>	CO1	Understand the basis of International Finance, Balance of Payments and International Monetary Systems
			CO2	Explain Foreign Exchange Markets, Exchange Rate Determination & Currency Derivatives
			CO3	Discuss World Financial Markets & Institutions & Risks
			CO4	Explain Foreign Exchange Risk, Appraisal & Tax Management
	<b>Strategic Financial Management</b>	<b>86011</b>	CO1	Explain theories and practices of Dividend Decisions and XBRL
			CO2	Calculate and solve issues related to Capital Budgeting and Capital Rationing
			CO3	Understand and evaluate Corporate Governance, Shareholders value and Corporate reconstructions
			CO4	Evaluate financial management in Banking sector
	<b>Project Management</b>	<b>86008</b>	CO1	Explain various concepts and terminologies related to Project Management.
			CO2	Prepare organizational chart of any company.
			CO3	Use different analysis for making project management decisions.
			CO4	Analyze new dimensions of project management. Recommend best feasible project by making various calculations based on Capital Budgeting, Leverages and other techniques of Business analysis.

**BUNTS SANGHA'S**  
**S.M.SHETTY COLLEGE OF SCIENCE, COMMERCE & MANAGEMENT STUDIES POWAI**

**Master of Commerce**

Semester	Subject		Course Outcomes
Semester 1	STRATEGIC MANAGEMENT	CO1	The course will enable the learners to gain detailed knowledge of different levels of strategies been adopted in the organizations
		CO2	The course help the learners to identify the right tool to select, evaluate and control the strategies for the success of any business enterprise
		CO3	The course gives the learner an exposure to the contemporary strategies which are relevant in today's global economy.
		CO4	The learners are also exposed to the latest business models, use of technology for the enhanced competitive edge. The course also covers elementary information about government initiatives to promote businesses.
	ECONOMICS FOR BUSINESS DECISIONS	CO1	To understand basic principles of Business Economics.
		CO2	To understand Demand & Supply Analysis.
		CO3	To understand Production Decisions & Cost Analysis.
		CO4	To understand Market Structure Analysis
	COST & MANAGEMENT ACCOUNTING	CO1	To understand the basic concepts used in Marginal Costing, Standard Costing, Operating Costing
		CO2	To learn emerging concepts of cost accounting
		CO3	To understand and apply the concept of budget and budgetary control
		CO4	To be able to analyze and evaluate information for cost ascertainment, planning, control and decision making
	ETHICS	CO1	Understand the meaning, value and importance of ethics in business
		CO2	Know about the rules and regulations given by SEBI
		CO3	Explain what is Corporate Social Responsibility
		CO4	Understand how environment and sustainable development are linked to business
Semester 2	RESEARCH METHODOLOGY FOR BUSINESS	CO1	The course helps in understanding the basic concepts of research.
		CO2	The course provides detailed information about various phases of the research process to the learner.
		CO3	The research exposes the learner to descriptive and inferential statistical tools which are an important part of the research process.
		CO4	The course helps the learner to present the research in desired format for business and academic purposes.
	E-COMMERCE	CO1	Understand the importance and benefits of E commerce in today business world
		CO2	Know about the essential of using e commerce model in business
		CO3	Remember the safety and security concerns while using E COMMERCE
		CO4	Enumerate the IT laws in India to deal with cybercrime.
	CORPORATE FINANCE	CO1	Use of Financial Statements to evaluate firm performance.
		CO2	To understand how to calculate the cost of debt, cost of equity and the Cost of Capital.
		CO3	Explain the concept, role and impact of investment policy, capital structure and dividend policy.
		CO1	To understand Aggregate Income & its dimensions.

	<b>MACRO ECONOMICS CONCEPTS AND APPLICATIONS</b>	CO2	To understand Keynesian concepts of Aggregate Demand (ADF), Aggregate Supply (ASF)
		CO3	To understand Economic Policy Implications in the IS-LM framework
		CO4	To understand International Aspects of Macroeconomic Policy
<b>Semester 3</b>	<b>Advanced Financial Accounting</b>	CO1	Understand in a better way Foreign Currency Conversion (As per Applicable Accounting Standards)
		CO2	Read, understand, interpret and analyze the Final Accounts & Statutory Requirements for Banking Companies.
		CO3	Understand the legal & accounting aspects, Statutory Requirements of Insurance Companies
		CO4	Understand the importance & Accounting & Statutory Requirements of Co-operative Societies
	<b>Direct Tax</b>	CO1	To know the definition of important terms, residential status, taxable and exempted income.
		CO2	To understand – deductions from total income and overall computation of taxable income
		CO3	To be able to ascertain the residential status of an individual and compute the taxable income and tax liability of an individual, HUF and Partnership Firm
	<b>Advanced Cost Accounting</b>	CO1	Students will become familiar with the concept of controllability, measuring managerial performance, responsibility accounting, responsibility centers-cost, profit, revenue and investment.
		CO2	Understanding process costing, strategic cost management, cost allocation and activity based costing system.
	<b>PROJECT WORK – 1</b>	CO1	Project work is considered as a special course involving application of knowledge in solving/ analyzing/ exploring a real life situation/ difficult problem. Project work would be of 06 credits. A project work may be undertaken in any area of Elective Courses
<b>Semester 4</b>	<b>Corporate Financial Accounting</b>	CO1	Understand in a better way Corporate Financial Reporting.
		CO2	Read, understand, interpret and analyze the International Financial Reporting Standards (IFRS) & Ind - AS
		CO3	Understand the legal & accounting aspects of Valuation of Business for Amalgamation & Merger
		CO4	Understand the importance & Accounting of Consolidated Financial Statement
	<b>In-Direct Tax</b>	CO1	Understand in a better way Overview of Goods and Service Tax
		CO2	Read, understand, interpret and analyze the Registration under GST.
		CO3	Understand the legal & accounting aspects of Collection of Tax under Integrated Goods and Services Tax Act, 2017
		CO4	Understand the importance & Accounting aspects of Payment of GST
	<b>Financial Management</b>	CO1	Students will learn needs and types of finance, investment decisions, capital budgeting, types of capital investment.
		CO2	Gain knowledge in financial planning, types of budget, essentials of budget.
		CO3	Understanding the concepts of policies of working capital, management of working capital, financial policy and corporate strategy.
	<b>PROJECT WORK - 2</b>	CO1	Project work is considered as a special course involving application of knowledge in solving/ analyzing/ exploring a real life situation/ difficult problem. Project work would be of 06 credits. A project work may be undertaken in any area of Elective Courses



**BUNTS SANGHA'S**  
**S.M.SHETTY COLLEGE OF SCIENCE, COMMERCE & MANAGEMENT STUDIES POWAI**

**Master of Science- Information Technology**

Semester	Subject	Subject Codes	Course Outcomes
Semester 1	Research in Computing	( PSIT101 )	CO1 To be able to conduct business research with an understanding of all the latest theories.
			CO2 To develop the ability to explore research techniques used for solving any real world or innovate problem.
	Data Science	( PSIT102 )	CO1 Develop in depth understanding of the key technologies in data science and business analytics: data mining, machine learning, visualization techniques, predictive modeling, and statistics.
			CO2 Practice problem analysis and decision-making.
			CO3 Gain practical, hands-on experience with statistics programming languages and big data tools through coursework and applied research experiences.
	Cloud Computing	(PSIT103)	CO1 Define Cloud Computing and memorize the different Cloud service and deployment models
			CO2 Describe the importance of virtualization along with their technologies.
			CO3 Use and Examine different cloud computing services
			CO4 Analyze the components of open stack & Google Cloud platform and understand Mobile Cloud Computing
			CO5 Describe the key components of Amazon web Service
			CO6 Design & develop backup strategies for cloud data based on features
	Soft Computing Techniques	(PSIT104)	CO7 Identify resource management fundamentals, i.e. resource abstraction, sharing and sandboxing and outline their role in managing infrastructure in cloud computing.
			CO1 To understand the Soft computing concepts like fuzzy logic, neural networks and genetic algorithm
			CO2 To find the optimistic decisions by neural networks
			CO3 To monitor the decision making in a dynamic system.
Semester 2	Big Data Analytics	(PSIT201)	CO4 To understand the designing of intelligent systems in Artificial Intelligence
			CO1 To provide an overview of an exciting growing field of big data analytics.
			CO2 To introduce the tools required to manage and analyze big data like Hadoop, NoSql MapReduce.
			CO3 To teach the fundamental techniques and principles in achieving big data analytics with scalability and streaming capability.
	Modern Networking	(PSIT202)	CO4 To enable students to have skills that will help them to solve complex real world problems in decision support.
			CO1 To understand the state-of-the-art in network protocols, architectures and applications.
			CO2 Analyze existing network protocols and networks.
			CO3 Develop new protocols in networking.

Semester 3			CO4	To understand how networking research is done.
			CO5	To investigate novel ideas in the area of Networking via term-long research projects.
	Micro services Architecture	(PSIT203)	CO1	Gain a thorough understanding of the philosophy and architecture of Web applications using ASP.NET Core MVC; ∴.
			CO2	Gain a practical understanding of .NET Core;
			CO3	Acquire a working knowledge of Web application development using ASP.NET Core MVC 6 and Visual Studio
			CO4	Persist data with XML Serialization and ADO.NET with SQL Server
			CO5	Create HTTP services using ASP.NET Core Web API.
			CO6	Deploy ASP.NET Core MVC applications to the Windows Azure cloud
	Image Processing	(PSIT204)	CO1	Review the fundamental concepts of a digital image processing system.
			CO2	Analyze images in the frequency domain using various transforms.
			CO3	Evaluate the techniques for image enhancement and image restoration.
			CO4	Categorize various compression techniques.
			CO5	Interpret Image compression standards.
			CO6	Interpret image segmentation and representation techniques.
	Technical Writing and Entrepreneurship Development	(PSIT301)	CO1	Develop technical documents that meet the requirements with standard guidelines. Understanding the essentials and hands-on learning about effective Website Development.
			CO2	Write Better Quality Content Which Ranks faster at Search Engines. Build effective Social Media Pages
			CO3	Evaluate the essentials parameters of effective Social Media Pages.
			CO4	Understand importance of innovation and entrepreneurship.
			CO5	Analyze research and development projects.
	Applied Artificial Intelligence	(PSIT302a)	CO1	be able to understand the fundamentals concepts of expert system and its applications.
			CO2	be able to use probability and concept of fuzzy sets for solving AI based problems.
			CO3	be able to understand the applications of Machine Learning. The learner can also apply fuzzy system for solving problems.
			CO4	learner will be able to apply to understand the applications of genetic algorithms in different problems related to artificial intelligence.
			CO5	A learner can use knowledge representation techniques in natural language processing.
	Cloud Management	(PSIT302c)	CO1	Understand the concepts of VMM, SDN, NAS , HyperV etc.
			CO2	Understand and demonstrate the use of Service manager with various deployments that can be performed using it.

Semester 4			CO3	Understand SCCM and Demonstrate the use of Configuration Manager
			CO4	Understand automation with runbooks and demonstrate the use of Windows Orchestrator
			CO5	Understand and demonstrate the use of Data Protection Manager
	Offensive Security	(PSIT304d)	CO1	Understand basic security issues in cloud, IoT etc.
			CO2	Understand different security techniques and policies
			CO3	Use Vulnerability assessment and exploitation tool
			CO4	Analyze the network perform reconnaissance and enumerate the target to detect vulnerabilities
			CO5	Perform offensive tests using Metasploit on various application, generating payloads etc.
	Blockchain	(PSIT401)	CO1	To provide conceptual understanding of the function of Blockchain as a method of securing distributed ledgers, how consensus on their contents is achieved, and the new applications that they enable.
			CO2	To cover the technological underpinnings of blockchain operations as distributed data structures and decision-making systems, their functionality and different architecture types.
			CO3	To provide a critical evaluation of existing “smart contract” capabilities and platforms, and examine their future directions, opportunities, risks and challenges
	Natural Language Processing	(PSIT402a)	CO1	Students will get idea about know-hows, issues and challenge in Natural Language Processing and NLP applications and their relevance in the classical and modern context.
			CO2	Students will get understanding of Computational techniques and approaches for solving NLP problems and develop modules for NLP tasks and tools such as Morph Analyzer, POS tagger, Chunker, Parser, WSD tool etc.
			CO3	Students will also be introduced to various grammar formalisms, which they can apply in different fields of study.
			CO4	Students can take up project work or work in R&D firms working in NLP and its allied areas.
			CO5	Students will be able to understand applications in different sectors
	Server Virtualization on VMWare Platform	(PSIT403c)	CO1	Understand VMWare VSphere 67, Install ESXi and Configure VSphere Centre
			CO2	Demonstrate the use of VSphere Update Manager and Create a VSphere Network
			CO3	Understand VSphere Security, Create and configure storage devices and Perform configurations to ensure business continuity
			CO4	Demonstrate Resource allocation, Creating and managing virtual machine and the use of templates
			CO5	Understand automation of vSphere and manage resource allocation
	Information Security Auditing	(PSIT404d)	CO1	Understand various information security policies and process flow, Ethics of an Information security Auditor.

			CO2	Understand various information systems in an organization, their criticality and various governance and management policies associated with them.
			CO3	Critically analyse various operational strategies like asset management, data governance etc. and suggest requisite changes as per organizations requirements with improvements.
			CO4	Understand the information flow across the organization and identify the weak spots, and also suggest improvements to strengthen them.
			CO5	Come up with strong strategies to protect information assets and come up with an efficient business continuity plan, disaster recovery strategy etc.

**BUNTS SANGHA'S**  
**S.M.SHETTY COLLEGE OF SCIENCE, COMMERCE & MANAGEMENT STUDIES POWAI**

**Bachelor of Science- Data Science**

Semester	Subject	Subject Codes	Course Outcomes
Semester 1	Descriptive Statistics	USDS101	CO1 To understand the use of data for tabulating and analyze statistical information given in descriptive form with attributes
			CO2 To use graphical techniques as well as to compute various measures of central tendency.
			CO3 To compute various measures of dispersion, skewness and kurtosis and to calculate range of variables and the deviation of specific data point
			CO4 To compute the correlation coefficient for bivariate data and Calculate the simple linear regression equation for a set of data.
			CO5 To Describe and verify mathematical considerations for analyzing time series
	Introduction to Programming	USDS102	CO1 Proficiency in using and applying various data types including, string, array list, tuple and dictionary
			CO2 Ability to use regular expressions to perform complex operations in less code
			CO3 Learning to make use of date and time in Python for various applications.
			CO4 Proficiency in using IPython architecture for Data Science Applications
			CO5 Knowledge about use of various data science tools
	Web Technology	USDS103	CO1 Understand the meaning of the basic terminologies of web technology and explore, use the HTML5 concepts.
			CO2 Understand the basic requirement of web design
			CO2 Understand and use the Page layout, Navigation, Tables, Forms and Media features of HTML5
			CO3 Understand and use Cascading Style sheet for beautifying the web pages
			CO4 Understand and use the Java Script for validation of user forms in web pages
	Business Communication and Information Ethics	USDS104	CO5 Understand and use the technique of transmitting data between a server and web application using JSON
			CO1 Communicate effectively in non-verbal way, draft and write effective business letters
			CO2 Effectively carryout communication activities of business by following email etiquettes, drafting memos
			CO3 Write elegant business reports and prepare user instruction manual
			CO4 Apply the information ethics in all walks of life
	Precalculus	USDS105	CO5 Become a good communicator in life
			CO1 Apply the knowledge of numbers, graph and functions in real life
			CO2 Apply trigonometry in modelling real life problems
			CO3 Use analytic trigonometry and inverse circular functions to solve variety of problems

			CO4	Apply complex numbers theory to different domains, use vectors and matrices to solve real life problems
			CO5	Identify different types of conics from equations, understand sequences and series and basics of limits and derivatives
Semester 2	Probability and Distributions	USDS201	CO1	Organize, manage and present data also Analyse statistical data graphically using frequency distributions and cumulative frequency distributions
			CO2	Use the basic probability rules, including additive and multiplicative laws, using the terms, independent and mutually exclusive events
			CO3	Translate real-world problems into probability models
			CO4	Derive the probability density function of transformation of random variables
			CO5	Calculate probabilities and derive the marginal and conditional distributions of bivariate random variables
	Database Management	USDS202	CO1	Students should be able to evaluate business information problem and find the requirements of a problem in terms of data
			CO2	Students should be able to draw database design in logical structure and can identify the entities which exist in a system
			CO3	Students should be able to construct normalized database and functional dependencies between attributes and relational algebra queries
			CO4	Students should be able to design the database schema with the use of appropriate data types for storage of data in database
			CO5	Students should be able to create, manipulate, query and back up the databases with features of SQL
	R Programming	USDS203	CO1	To use R Studio and explore the features for R programming
			CO2	To use R functions and graphics with in R programming for solving problems
			CO3	To work with advanced graphics of R, import and use the data and represent the data into tables
			CO4	To apply formatting on table, use Pipelines in application and use strings, factors in R programme
			CO5	To manipulating Data Frames and make use of Dates in R application
	Environmental Science	USDS204	CO1	Ability to recognise explain important of environment and its resources
			CO2	Knowledge about insights of ecology and biodiversity
			CO3	Recognise the cause and effects of environmental pollution and other social issues
			CO4	Knowledge about population and its impact on environment
			CO5	Insight into environment management and sustainable development
	Calculus	USDS205	CO1	Quickly and easily find the derivative of a function
			CO2	Perform integration of functions with ease
			CO3	Apply the knowledge of derivatives and integration to different domains and obtain the results



			CO4	Apply the knowledge of multiple integrals and polar coordinates to solve real life problems with ease
			CO5	Use partial derivatives and differential equations to solve variety of problems

**Display and  
Communication of  
Programme  
Outcomes & Course  
Outcomes  
(Dissemination in  
Classroom)**

## Bachelor of Science (Information Technology)



*Teachers of BSc. IT explaining the course outcome to the student in their respective classes.*

## Bachelor of Commerce



*Teachers of B.Com explaining the course outcome to the student in their respective classes.*

## Bachelor of Arts- Mass Media & Communication



*Teachers of BAMMC explaining the course outcome to the student in their respective classes.*



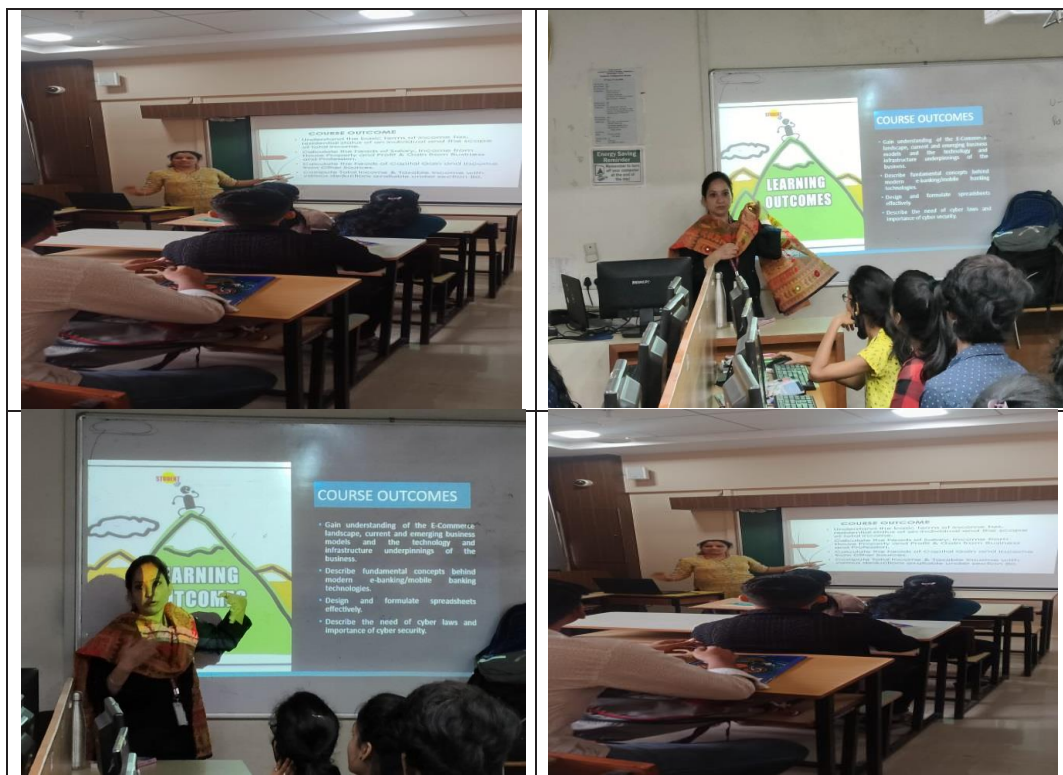
## Bachelor of Management Studies



*Teachers of BMS explaining the course outcome to the student in their respective classes.*



## Bachelor of Commerce (Banking & Insurance)



*Teachers of B.Com explaining the course outcome to the student in their respective classes.*

## Bachelor of Commerce (Accounting & Finance)



*Teachers of BAF explaining the course outcome to the student in their respective classes.*

**Display and  
Communication of  
Programme  
Outcomes & Course  
Outcomes  
(Website)**

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**Bunts Sangha's**  
S.M.Shetty College of Science, Commerce & Management Studies, Powai.  
Permanently Affiliated to University of Mumbai.

NAAC ACCREDITED 'A' GRADE  
ISO 21001:2018 CERTIFIED  
IMC RBNQ CERTIFICATE OF MERIT 2019

BS  
BUNTS SANGHA MUMBAI  
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Policy & Procedures  
Syllabus  
**Program & Course Outcomes**  
Knowledge Bank  
Academic Calendar

**ADMISSION**

**ADMISSION NOTICE**

- PG ADMISSION NOTICE 2022-2023 **NEW**
- GUIDELINES RELATED TO ADMISSION PROCESS FOR A Y 2022-

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**BUNTS SANGHA'S**  
**S.M.SHETTY COLLEGE OF SCIENCE, COMMERCE & MANAGEMENT STUDIES POWAI**

**Bachelor of Commerce**

**B.COM - PROGRAMME OUTCOMES**

PO1 - To apply the knowledge of accounting and technical skills in the core courses.  
PO2 - Develops the skill to think critically on abstract concepts of accounting.  
PO3 - To impart the various skills like accounting skills, managerial skills, communication skills etc.  
PO4 - To gear up with updated knowledge in implementing business practices.  
PO5 - To prepare students for post graduate studies and to achieve success in their professional careers.

**B.COM - PROGRAMME SPECIFIC OUTCOMES**

At the end of the B. Com Programme the students are equipped with various accounting skill-sets, knowledge, attitudes and behaviour.

**PSO1** - Learners venture into Managerial positions, Accounting areas, Banking Sectors, Auditing, Company Secretaryship, Teaching, Stock Agents, Administrative In charge, Finance Positions, Marketing Executives, Government Employment etc.

**PSO2** - Enables learners to pursue different Professional examinations like CA, CS, CAT, CMA, MPSC, UPSC etc.

**PSO3** - Promotes to move further towards higher education and research in the field of Commerce, Management and Accounting.

**PSO4** - Imbibes amongst students the qualities to demonstrate Progressive learning of various tax issues and tax forms related to individuals and businessmen and setting up their own business startup.

**PSO5** - Learners will acquire the skills like effective communication, decision making, critical thinking and problem solving in day-to-day business organization.

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**BUNTS SANGHA'S**  
**S.M.SHETTY COLLEGE OF SCIENCE, COMMERCE & MANAGEMENT STUDIES POWAI**

**COURSE OUTCOME OF B. COM (BANKING AND INSURANCE)**

FYBBI SEM I COURSE OUTCOME	
NAME OF THE COURSE	LEARNING OUTCOME
Financial Accounting I	<ul style="list-style-type: none"> <li>Understand the basic concepts of accounting, classification of accounts, rules of debit and credit, conventions and principles of accounting.</li> <li>Outline the Accounting Standards, Classification of income and expenses and Introduction to Bank Reconciliation Statement.</li> <li>Evaluate the Hire Purchase System, analyze and compare the FIFO System with Weighted Average Inventory System.</li> <li>Demonstrate an understanding of Final Accounts.</li> </ul>
Principles of Management	<ul style="list-style-type: none"> <li>Understand the basic concepts of management and compare Traditional with Contemporary Management.</li> <li>Examine the functions of management related to Banking and Insurance companies.</li> <li>Elaborate the Organizational Structure of Banking and Insurance companies.</li> <li>Appraise the contributions of Indian and International</li> </ul>

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**BUNTS SANGHA'S**  
**S.M.SHETTY COLLEGE OF SCIENCE, COMMERCE & MANAGEMENT STUDIES POWAI**

**SYBCOM SEM III COURSE OUTCOME**

SEM III	SEM IV
<b>ADVERTISING I</b> <ul style="list-style-type: none"> <li>To analyse the fundamentals of advertising, its historical background and different types.</li> <li>To examine Economic, Social and regulatory aspects of advertising.</li> <li>To evaluate the role of advertising in developing Brand Image and to demonstrate the recent trends in advertising.</li> <li>Creating awareness about planning and creativity in making advertisements along with the media and agencies which help in preparing and placing the ads through practical assignments.</li> </ul>	<b>ADVERTISING II</b> <ul style="list-style-type: none"> <li>To understand about various types of media and its regulatory body.</li> <li>To design and compose Ad campaign and analyse the factors for selecting the right media.</li> <li>To devise and evaluate the essentials of Print ads and broadcast ads.</li> </ul>
CO 1: Calculate the various concepts of national income	CO 1: Understand the concepts of public finance CO 2: Understand the concepts of public revenue

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**Display and  
Communication of  
Programme  
Outcomes & Course  
Outcomes  
(Parents Teacher  
Meeting)**



## PTA MEET REPORT

**Date: 13/07/2019- TYB.COM A & B**

S.M.Shetty College of Science, Commerce & Management Studies, Powai had organised a Parent-teacher meeting for TY B.com students. The main purpose of the meet was to create a common platform, where teacher and parents come together to enrich the student's educational experiences and discuss variety of issues, regarding all round development of the students.

The meeting was organised under the guidance of Prof.Sandesha Shetty Co-ordinator B.Com Department. Sir addressed and discussed the Program Outcomes (POs) and Program Specific Outcomes (PSOs) under B.Com. Programme, thus adding more weightage to the programme

Students along with their parents attended the meet.

The meeting was started by TYB.COM Class Teachers Prof.John Menezes & Prof.Prachi Agarwal with the introduction.

The main agenda of the meeting were:

- To provide information about various students oriented activities.
- Parents' role in helping the students to achieve success in their exams.
- Importance of attendance being compulsory from the university.
- How studies can get affected by students health.
- Over all college plans to build students over all development.

With this the PTA headed towards the end with the collection of feedback from the parents regarding college faculty, curriculum & infrastructure etc.



  
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**Display and  
Communication of  
Programme  
Outcomes & Course  
Outcomes  
(Deeksharambh- An  
Orientation Program  
for First Year  
Students)**

## REPORT ON DEEKSHARAMBH

### (An Orientation Program for First Year Students)

The purpose of Deeksharambh for the Student Induction to make them comfortable in the new environment, inculcate in them the ethos and culture of the social bonds with other and self-exploration. As per the guidelines of University Grant Commission (UGC) our college has organised Deeksharambh - Student Induction Programme on 6,7, and 8. September 2021 through online platforms. The intention of this three days programme was to empower the aspirant learners to face the Competitive world with confidence and helps to open new horizons of life leading to character building based on Universal Human Values such as Truth, Righteous conduct, Love, Non-violence, Peace and assist in developing self-awareness , compassion and oneness.


**Day 1:** Students were oriented on Institution by Principal wherein he introduced about University of Mumbai, our trust and about college, vision, mission and values. About campus student life in the campus and ethical values of a student was explained by Vice Principal of the college. A detailed discussion on online library and counselling center was done.

**Day 2:** Students were oriented on their respective departments. Students joined their departmental link provided. Coordinators of the respective programs introduced about subjects offered, activities, departmental associations, Course and programme outcome, mentoring and prominent alumni of each department.

**Day 3:** Familiarization of Associations and Committees: All statutory committees. Extensions services and grievance redressed, anti-ragging and internal committee was presented to the students.

Overall feedbacks from the students were encouraging and it was found that students were eagerly looking forward to regular classes and activities.



  
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**Display and Communication  
of Programme Outcomes &  
Course Outcomes  
(Displayed in Library Screen)**



**Display and Communication  
of Programme Outcomes &  
Course Outcomes  
(Displayed in Departmental  
Notice Board)**





**Display and Communication  
of Programme Outcomes &  
Course Outcomes  
(Written in Teachers Work  
Diary)**

BUNTS SANGHA'S  
S.M. SHETTY COLLEGE OF SCIENCE, COMMERCE AND MANAGEMENT STUDIES  
TEACHING AND LEARNING PLAN FOR THE ACADEMIC YEAR 2021 - 2022  
S.Y.B.Com. - SEMESTER IV

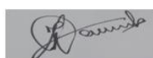
SUBJECT:- ACCOUNTANCY AND FINANCIAL MANAGEMENT IV

Month	Topics
November	Introduction to Company Accounts-Introduction of basic terms: Types of companies, nature and formation of companies, Shares, Debentures, Share Capital, Reserves and surplus, types of assets and liabilities, dividend, format of Balance Sheet (Only theory) Issue of shares: Different modes IPO, Private Placements, Preferential, Rights, ESO, SWEAT and ESCROW account, Issue of shares at par, premium and discount, Under subscription and Over subscription of shares, forfeiture and reissue of forfeited shares, issue of shares for consideration other than cash. (Only theory) Issue of Debentures: types of Debentures, Issue of debentures at par, premium and discount, Issue of Debentures with consideration of Redemption, Issue of debentures for cash receivable in installments or at a time Issue of debentures for consideration other than cash. (Only theory)
December	Redemption of Preference Shares-Provision of the Companies Act for redemption of Preference Shares (Sec 55 of the Companies Act, 2013), Companies (Share and Debentures) Rules. Methods of Redemption of fully paid up Preference Shares as per Companies Act, 2013: The proceed of a fresh issue of shares, the capitalization of undistributed profits and a combination of both, calculation of minimum fresh issue to provide the fund for redemption, (Question on entries and/or Balance Sheet) Note: Companies governed by Section 133 of the Companies Act, 2013 and comply with the accounting standards prescribed for them. Hence, the balance in security premium accounts not to be utilized for premium payable on redemption of preference shares.
January	Redemption of Debentures-Introduction: Provisions of Section 71 (1) and (4) of the Companies Act, 2013, Creation and investment of DRR including The Companies (Share Capital and Debentures) Rules, 2014, the methods of writing-off discount/loss on issue of debentures; Terms of issue of debentures Methods of redemption of debentures: By payment in lump sum and by payment in installments (excluding from by purchase in open market), Conversion. (Question on entries. ledgers and/or Balance Sheet and /or redemption of preference shares)
February	Principles for ascertainment Preparation of separate combined, columnar Profit and Loss A/c including different basis of allocation of expenses and income. Ascertainment and Treatment of Profit Prior to Incorporation
March	Ascertainment and Treatment of Profit Prior to Incorporation

Teaching Methodology: PPT presentation, Case study & Classroom Discussion

Course Outcome:-

- To understand the fundamental aspects of Company accounts with attributes of types of companies, formation of companies, issue of shares and debentures with the provisions of Indian Companies Act 1956.
- To understand and calculate the basic concepts, functions, process, techniques and provisions for Redemption of Preference shares
- To understand and calculate the basic concepts, functions, process, techniques and provisions for Debentures.
- To explain and calculate Profits prior to incorporation and its accounting treatment.



Teacher's Signature



Co-ordinator's Signature



Principal's Signature

# **Samples of Course Outcome Attainment Evaluation**

**Bunts Sangha's**  
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**NAAC Accredited 'A' Grade**

Class:	FYBMS	AY:	2021-2022
Semester:	II		
Course:	POM		

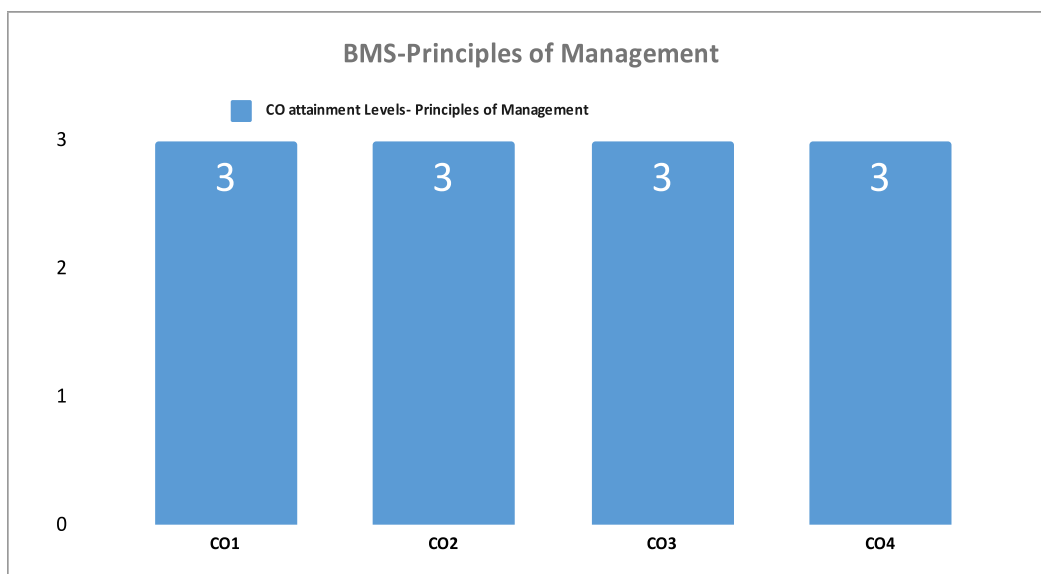
**No. of Students Attained COs**

(No. of Student get ) >				40	
CO1	CO2	CO3	CO4	Total No of Student	
139	138	109	133		<b>144</b>

CO Attainment Percentage			
(No. of Student got >40% /Total No. of Students)*100			
CO1	CO2	CO3	CO4
96.53	95.83	75.69	92.36

Attainment Level	1	2	3
Criteria	>=40 & <=54%	>=55 & <=74%	>=75

CO	CO1	CO2	CO3	CO4
% of CO attainment	96.53	95.83	75.69	92.36
<b>CO attainment Levels- Principles of Management</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>



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**Bunts Sangha's**  
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**NAAC Accredited 'A' Grade**

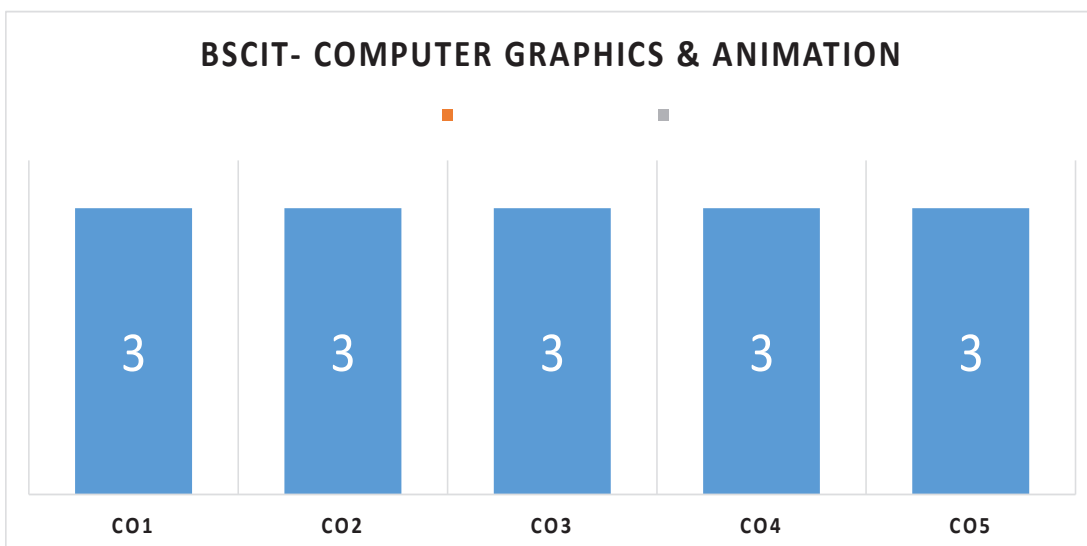
Class:	SYBScIT	AY:	2021-2022
Semester:	IV		
Course:	Computer Graphics & Animation		

No. of Students Attained COs					
(No. of Student get ) >				40	
CO1	CO2	CO3	CO4	CO5	Total No of Student
151	150	152	152	152	<b>164</b>

CO Attainment Percentage				
(No. of Student got >40% /Total No. of Students)*100				
CO1	CO2	CO3	CO4	CO5
92.07	91.46	92.68	92.68	92.68

Attainment Level	1	2	3
Criteria	>=40 & <54%	>=55 & <74%	>=75

CO	CO1	CO2	CO3	CO4	CO5
% of CO attainment	92.07	91.46	92.68	92.68	92.68
<b>CO attainment Levels- OOP</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>3</b>



  
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**Sample of  
Programme Outcome  
Evaluation  
(Direct Method)**

## Programme Attainment Evaluation

### Sub: Principles of Management

Sem II ( 2021-22)

Programme- BMS

CO	CO1	CO2	CO3	CO4
CO attainment Levels	3	3	3	3

CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	2		1	2		2					
CO2	1	3		2								
CO3	3	1			2		2					
CO4	3	3			2		2					
CO5												

PS01	PS02

PO Attainment	3	3	0	3	3	0	3	0	0	0	0	0
PO Attainment %	100	100	0	100	100	0	100	0	0	0	0	0

0	0
0	0



  
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# **Programme Outcome Evaluation 2021-22 (Indirect Method)**

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**Consolidated Alumni Feedback (2021-22)**

Programme Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14
<b>Bachelor of Arts in Mass Media and Communication</b>														
Average ratings	4	4	3	3	4	3	3	3	3	3	3	3	3	3
% of PO Attainment	80	80	60	60	80	60	60	60	60	60	60	60	60	60
<b>Bachelor of Science- Information Technology</b>														
Average ratings	3	3	4	4	3	4	4							
% of PO Attainment	60	60	80	80	60	80	80							
<b>Bachelor of Commerce (Accounting &amp; Finance)</b>														
Average ratings	4	4	4	4	4	4								
% of PO Attainment	80	80	80	80	80	80								
<b>Bachelor of Management Studies</b>														
Average ratings	3	4	4	4										
% of PO Attainment	60	80	80	80										
<b>Bachelor of Commerce</b>														
Average ratings	3	4	4	4	4									
% of PO Attainment	60	80	80	80	80									
<b>Bachelor of Commerce (Banking &amp; Insurance)</b>														
Average ratings	3	4	4	4	4	4	4							
% of PO Attainment	60	80	80	80	80	80	80							




  
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**BUNTS SANGHA'S**  
**S.M.SHETTY COLLEGE OF SCIENCE, COMMERCE & MANAGEMENT STUDIES POWAI**

**Consolidated Employer Feedback (2021-22)**

Programme Outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14
<b>Bachelor of Arts in Mass Media and Communication</b>														
Average ratings	4	4	5	5	4	4	5	5	4	4	5	5	4	5
% of PO Attainment	80	80	100	100	80	80	100	100	80	80	100	100	80	100
<b>Bachelor of Science- Information Technology</b>														
Average ratings	4	4	5	5	4	4	5							
% of PO Attainment	80	80	100	100	80	80	100							
<b>Bachelor of Commerce (Accounting &amp; Finance)</b>														
Average ratings	4	4	4	5	4	4								
% of PO Attainment	80	80	80	100	80	80								
<b>Bachelor of Management Studies</b>														
Average ratings	4	4	4	5										
% of PO Attainment	80	80	80	100										
<b>Bachelor of Commerce</b>														
Average ratings	4	4	4	5	4									
% of PO Attainment	80	80	80	100	80									
<b>Bachelor of Commerce (Banking &amp; Insurance)</b>														
Average ratings	4	4	4	5	4	4	4							
% of PO Attainment	80	80	80	100	80	80	80							



  
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