

**B.L.D.E.A's**

**A. S. Patil College of Commerce (Autonomous), Vijayapur**

## **M.Com Programme**

### **PROGRAMME OUTCOMES, PROGRAMME SPECIFIC OUTCOMES AND COURSE OUTCOMES**

#### **PROGRAMME OUTCOMES**

- To enable the students for conducting business, accounting and auditing practices, role of regulatory bodies in corporate and financial sectors nature of various financial instruments.
- To provide in-depth understanding of all core areas specifically Advanced Accounting, Management, Security analysis and portfolio management, Research Methodology, GST and Tax planning.
- This program could provide well trained professionals for the Industries and company and also provide over all Administration abilities of the Company.

## **BCA (Bachelor in Computer Application)**

#### **PROGRAMME OUTCOMES**

- To provide thorough understanding of nature, scope and application of computer and computer languages
- To develop interdisciplinary approach among the students

## **B.L.D.E.A's**

### **A. S. Patil College of Commerce (Autonomous), Vijayapur**

#### **M.Com Programme**

##### **PROGRAMME SPECIFIC OUTCOMES**

- For teaching in the Colleges after qualifying necessary tests.
- For working as data analyst.
- To attain Eligibility for Joining Research.
- To attain Eligibility for applying examinations like SET, NET etc.
- To attain Eligibility for joining professional courses in Teaching.
- For Joining professional courses like CA/ICWA/MSW etc.
- To attain eligibility for applying KPSC, UPSC and other recruitment board examinations for which post-graduation is the basic qualification.

#### **BCA Programme**

##### **Program Specific Outcomes**

After the completion of the course, a student is able

- To pursue further studies to get specialization in Computer Science and Applications, Economics, Mathematics, business administration
- To pursue the career in corporate sector can opt for MBA.
- To Work in the IT sector as programmer, system engineer, software tester, junior Programmer, web developer, system administrator, software developer etc.
- To work in public sector undertakings and Government organizations.
- For teaching in Schools and Colleges.

## **COURSE OUTCOMES**

### **M.COM I – SEMESTER**

#### **M.COM 1.1: Marketing Management**

##### **Learning Objectives:**

- The objective of the subject is to familiarize the students with the basic concepts and principles of marketing and to develop their conceptual and analytical skills to be able to manage marketing operations of a business firm.
- To understand the changing business environment; to identify the indicators of management thoughts and practices and to understand fundamental premise underlying market driven strategies.

##### **Learning Outcomes:**

- Formulate a marketing plan including marketing objectives, marketing mix, strategies, budgetary considerations and evaluation criteria.
- Develop pricing strategies that take into account perceived value, competitive pressures and corporate objectives. Develop strategies for the efficient distribution of products.

#### **MCOM 1.2: Financial Management**

##### **Learning Objectives:**

- To apply the fundamental concepts and tools of finance.
- To apply financial management concepts and tools to the decisions faced by a manager in investment decisions.
- To apply financial management concepts and tools to the financing decisions and dividend decisions faced by the firm.

##### **Learning Outcomes:**

- Explain alternative sources of finance and investment opportunities and their suitability in particular circumstances
- Assess the factors affecting investment decisions and opportunities presented to an organization
- Select and apply techniques in managing working capital

#### **MCOM 1.3: Human Resource Development**

##### **Learning Objectives:**

- The objective of the subject is to make student aware of the concepts, techniques and practices of human resource development.
- This subject is intended to make students capable of applying the principles and techniques as professionals for developing human resources in an organization.
- To understand the importance of training and development among the human resources in the organization.

**Learning Outcomes:**

- By end of this subject students will able to understand the HRD implementation and evaluation of employees.
- Facilitate and support effective employee and labour relations in both non-union and union environment.

**MCOM 1.4: Strategic Management****Learning Objectives:**

- To expose students to various perspectives and concepts in the field of Strategic Management.
- The course would enable the students to understand the principles of strategy. formulation, implementation and control in organizations.
- To help students develop skills for applying these concepts to the solution of business problems.

**Learning Outcomes:**

- Understand the basic concepts and principles of strategic management analyse the internal and external environment of business.
- Develop and prepare organizational strategies that will be effective for the current business environment
- Devise strategic approaches to managing a business successfully in a global context

**MCOM 1.5: Business Ethics****Learning Objectives:**

- To define, explain and illustrate the theoretical foundations of business ethics.
- To re-examine their knowledge of business and economic concepts from an ethical perspective.
- To explain and illustrate the importance for business and the community, of ethical conduct.

**Learning Outcomes**

- Recognize and resolve ethical issues in business.
- Reflect on and critically examine their own values and the importance of the ethical dimension in business and workplace decision making.
- Confidently apply systematic ethical reasoning to business dilemmas and communicate effectively in oral and written forms these, using the concepts, logic and historical conventions of business ethics.

## **MCOM 1.6 Security Analysis and Portfolio Management**

### **Learning Objectives:**

- To establish a conceptual frame work for the study of security analysis
- To understand the various Investment avenues available and its management.
- To study the various fundamental factors that helps for security analysis.
- To understand the creation, selection and evaluation of Portfolios and its Management.

### **Learning Outcomes:**

- Students will be able to understand the theoretical concepts of Security Analysis
- Students will come to know the various fundamental factors that are to be considered for analysis.
- Students will be in a position to create and manage the portfolio on their own by considering the various tools and techniques.

## **M.COM II SEMESTER**

### **MCOM 2.1: Services Marketing**

#### **Learning Objective:**

- The objective of this subject to familiarize the students to understand the meaning of services and the significance of services marketing.
- The objective of this subject is to focusing on problems and strategies specific to service marketing and how to problems commonly encountered in services marketing.
- To enable students to understand the conceptual aspects of services marketing.

#### **Learning Outcomes:**

- The students will be able to explain describe and utilize key services frameworks and concepts including the 7P's of marketing, the Gaps Model, customer satisfaction, loyalty, and customer lifetime value.
- Identify critical issues in service delivery including identifying and managing customer series experiences, expectations, perceptions and outcomes.

### **MCOM 2.2: Corporate Restructuring**

#### **Learning Objectives:**

- To establish a conceptual frame work for the study of corporate restructuring
- To understand the different forms of corporate restructuring
- To study the methods of valuation of firms
- To understand the reports of various committees on industrial sickness.

**Learning Outcomes:**

- Students will be able to understand the theoretical concepts of corporate restructuring
- Students will come to know the various methods of valuing firms, practical calculations
- Students will come to know causes, symptoms of industrial sickness
- MCOM 2.3: Business Research Methods

**Learning Objectives:**

- To develop understanding of the basic framework of research process.
- To develop an understanding of various research designs and techniques.
- To identify various sources of information for literature review and data collection.
- understand some basic concepts of research and its methodologies

**Learning Outcomes:**

- Students should be able to identify the overall process of designing a research study from its inception to its report.
- Students should be able to define the meaning of a variable, and to be able to identify independent, dependent, and mediating variables.
- Students should be familiar with good practices in conducting a qualitative interview and observation.

**MCOM 2.4: Organizational Behavior****Learning Objectives:**

- To help the students to develop cognizance of the importance of human behaviour.
- To enable students to describe how people behave under different conditions and understand why people behave as they do.
- To enable students to synthesize related information and evaluate options for the most logical and optimal solution such that they would be able to predict and control human behavior and improve results.

**Learning Outcomes:**

- Demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization.
- Demonstrate the applicability of analyzing the complexities associated with management of individual behavior in the organization.
- Analyze the complexities associated with management of the group behavior in the organization.

## **MCOM: 2.5 Economic Analyses for Business**

### **Learning Objectives:**

- To examine basic economic problems facing society and apply theory to practical problems in a business context.
- To analyses and evaluate economic issues within the frameworks of modern economic models and analytical techniques to explain and predict the outcomes of changes in a variety of economic variables.
- To analyses the interrelationships between economic variables and evaluate the major economic aggregates and how they are measured.

### **Learning Outcomes:**

- Analyze the demand and supply conditions and assess the position of a company.
- Design competition strategies, including costing, pricing, product differentiation and market environment according to the nature of products and the structures of the markets.
- Analyze real-world business problems with a systematic theoretical framework.

## **Open Elective Course**

### **M COM 2. 6: (To be chosen from the courses offered by the other Departments)**

Any one of the following can be chosen

- a. Small Scale Industry Management
- b. Soft Skills for Employability

### **M COM 2. 6 (a): Small and Medium Enterprises and Entrepreneurship Development**

#### **Objective:**

- To provide the basic understanding of the various concepts related to setting up of a small and medium scale industry.
- To understand the students how to make business plan for new venture and to know the growth of entrepreneur in present conditions.

#### **Learning Outcomes:**

- By end of this subject students will understand outline the links between SME business development, entrepreneurship and leadership.
- Understand the improving capacity for trade, exports, investments, and access to markets.

## **MCOM2.6 (b): Soft Skills for Employability**

### **Learning Objectives:**

- To introduce the concept of Personal, Corporate and Social etiquettes for the students.
- To equip students to be ready to adapt corporate culture easily.

### **Expected Outcome:**

- The students to develop professional and pleasing personality.

## **Open Elective Courses**

### **2. 6: (Meant for the students of other Departments)**

Any one of the following can be chosen

- a. Fundamentals of Financial Management
- b. Financial Reporting & Accounting Standards

## **MCOM2.6 (a): Fundamentals of Financial Management**

### **Learning Objectives:**

- To give the broad overview of Financial Management.
- To understand the changing role of Finance Manager.
- To know the importance of financial decisions.
- To understand the principles of capital budgeting.

### **Learning Outcomes:**

- Understand the role of financial management in business organizations.
- Analyze the finances of individual companies in terms of their performance and capital requirements
- Have a greater appreciation and understanding of the importance of financial decision making
- Apply principles of capital budgeting

## **MCOM2.6 (b): Financial Reporting and Accounting Standards**

### **Learning Objectives:**

The course aims at providing an understanding of theoretical concepts of corporate financial Reporting trends and to develop skills in interpretation of financial statements of global organizations.

## **BCom Course Economics:**

CO-1: Explain basic concepts of micro economics.

CO-2: Explain the tools of monetary and fiscal policies.

CO-3: Write down salient features of Indian economy.

CO-4: Describe the policy of LPG.

CO-5: Analyse the factors influencing the external value of Indian rupee.

## **English:**

Co 1: Write down all the three tenses with examples.

Co 2: Prepare resume and CV.

Co 3: Write down critical appraisal of a poem by an eminent English poet.

Co 4: Write essays on contemporary issues.

## **Hindi:**

Co 1: Explain the parts of speech in Hindi language.

Co 2: Translate literary works of Kannada/English language into Hindi and vice-versa.

Co 3: Write formal and informal letters.

Co 4: Write down critical appraisal of literary works of eminent men of literature in Hindi.

## **Kannada:**

Co 1: Explain the parts of speech in Kannada language.

Co 2: Translate literary works of Hindi/English language into Kannada and vice-versa.

Co 3: Write formal and informal letters.

Co 4: Write down critical appraisal of literary works of eminent men of literature in Kannada.

Co 5: Prepare an article or report for a news paper.

## **Statistics:**

Co 1: Explain the types and various sources of data.

Co 2: Collect and interpret the data in the form of tables and graphs.

Co 3: Prepare suitable questionnaire for a sample survey.

Co 4: Interpret graphical and tabular data published by various agencies.

Co 5: Conduct a small sample survey.

Co 7: Prepare a quality control chart for a product.

## **Accountancy:**

CO-1: Prepare the final account of business entity.

CO-2: File the income tax return of an employee.

CO-3: Carry out an online banking transaction.

CO-4: Write down various techniques of salesmanship.

CO-5: Explain various provisions of the law of business contract.

CO-6: Explain the procedures of conducting the executive meeting of a company.

## **BBA I Semester Business Communication**

### **Learning Objectives:**

1. To make students knowledgeable about communication skills for to learn communicating with business organizations, customers etc.
2. To enable students to speak confidently, inter-personally as well as in large groups.
3. To give the students practical exposure towards changing modern business environment.

### **Learning Outcomes:**

1. The students will be equipped with personal and profession communication skills that maximize team efforts effectively and analysis of team process.
2. Develop effective use of various types of written, oral and digital communication models geared to a range of business audiences.

## **Managerial Economics**

### **Learning Objectives:**

1. To make students learn and increase their understanding of economics and learn a variety of techniques.
2. To allow students to understand business problems relating to prices, revenues, costs, profits, and competitive strategies.
3. To make students to be practical oriented by understand the business from micro level.
4. To make students to learn and understand the up gradations of Indian economy.

### **Learning Outcomes:**

1. Analyse real-world business problems with a systematic theoretical framework.
2. Understand the roles of managers in firms.

## **Financial Accounting-I**

### **Learning Objectives:**

1. To make students knowledgeable about basic accounting rules
2. To create awareness into the minds of the students to understand the basic principles of financial accounting.
3. To give the students practical exposure towards modern business Accounts.

### **Learning Outcomes:**

1. To understand the uses and users of accounting information;
2. To explain and apply accounting concepts, principles and conventions;
3. To record basic accounting transactions and prepare annual financial statements; and
4. Analyse, interpret and communicate the information contained in basic financial statements.

## **Quantitative Techniques**

### **Learning Objectives:**

1. To make the students understand the statistical tools for business decisions.
2. To train the students in the areas of applying statistical tools & techniques for business decisions.
3. To create the ability of accurate decision making using the tools of statistics.

### **Learning Outcomes:**

1. Identify the source of a quantifiable problem, recognise the issues involved and produce an appropriate action plan
2. Distinguish between different statistical techniques and applications.

3. Employ appropriate statistical tools to solve problems.

## **Modern Indian Language**

### **Learning Objectives:**

To speak and write clearly in English to the purpose, using appropriate grammar, vocabulary and idiom.

### **Learning Outcomes:**

With English Students will get the basics & get the improvement in their grammar in order to reading & writing skills.

## **BBA II Semester**

### **Principles of Marketing**

#### **Learning Objectives:**

1. To give insights about concepts of Marketing and Marketing Environment
2. To provide inputs on the major decisions that marketing managers and top management face in their efforts to harmonize the objectives and resources of the organizations, with the needs and opportunities in the market place.

#### **Learning Outcomes:**

Students will be able to:

1. Develop confidence in understanding the market conditions and be able to use different tools of Marketing. (7Ps of Marketing Mix)
2. Devise Proper Marketing Strategies to face the competition.

### **Organizational Behaviour**

1. To acquaint the students with the dynamics of different aspects of organizational behaviour to enhance understanding of the dynamics of interaction between individual and the organization to facilitate a clear perspective to effectively handle human behaviour issues in organizations.
2. To provide a foundation of how and why employees and managers behave and the subsequent impact on attitudes, behaviours and performance.

#### **Learning Objectives:**

2. To equip the students to utilize the concepts of organisation behaviour as a tool to achieve high performance within a complex and competitive global environment. To understand the impact of human behaviour on organisational effectiveness.

#### **Learning Outcomes:**

1. The course will aid the students in having a clear understanding about the concepts, methods and techniques involved in managing the behaviour of individuals and groups in organizational in terms of the key factors that influence organizational behaviour.
2. Analyse the organisational behavioural issues in the context of organizational behaviour theories & models.

## **Financial Accounting – II**

### **Learning Objectives:**

1. To make students knowledgeable about basic accounting rules
2. To create awareness into the minds of the students to understand the basic principles of financial accounting.
3. To give the students practical exposure towards modern business Accounts.

**Learning Outcomes:**

1. To understand the uses and users of accounting information;
2. To explain and apply accounting concepts, principles and conventions;
3. To record basic accounting transactions and prepare annual financial statements; and
4. Analyse, interpret and communicate the information contained in basic financial statements

**Environmental Studies****Learning Objective:**

- 1) To create awareness about Environment.
- 2) To make students sensitive about environment, ecology and issues related & their impact on Society.
- 3) To develop a sense of responsibility and solidarity by understanding how personal and local actions will have regional, national as well global consequences

**Learning Outcomes:**

- 1) Apply Knowledge of ecological concepts and acquired skills to analyze environmental issues.
- 2) Acquire the necessary information to enable them to understand environmental problems, particularly local ones,
- 3) Understand and communicate the environmental impact of individual actions.

**Indian Business Environment****Learning Objectives:**

1. To make students understand the characteristics of business.
2. To make students understand the linkage between society, government and business.
3. To help the students to upgrade themselves by proving the growth of Indian economy through 5 year plans.
4. To understand about the GDP, GNP, PI, revenue and expenditure of our economy.

**Learning Outcomes:**

1. Analyse the Indian economy with a systematic theoretical framework.
2. Understand the importance of Individual role for the development in an economy.

**Modern Indian Language**

1. To help students learn how to follow simple ethics and etiquettes in telephonic conversation.
2. To help students learn the professional way of conversation.
3. To help the students learn the most commonly used vocabulary in panel discussion.
4. To tune the students personality into fine flying colours.

**Learning Objectives:****Learning Outcomes:**

1. Students understand familiar words and elementary sentences, phrase simple questions and describe self and others during telephonic conversations.
2. Students can speak about everyday situations in a professional way.
3. Students will be benefitted by learning personality.

### **Semester III**

#### **BBA 3.1: QUANTITATIVE TECHNIQUES-II**

**Objective:** To Train the Students in the Areas of Applying Statistical Techniques for Business Decisions.

#### **MARKETING MANAGEMENT II**

**Objectives:** To provide inputs in major decision that marketing managers and top management face in their efforts to harmonize the objective and resource of the organization with the needs and opportunities in the market place.

#### **FUNDAMENTALS OF COMPUTERS**

**Objective:** To acquaint the students with computer fundamentals and provide a thorough knowledge on using Office packages and Internet

**Learning Outcome:** Apply a range of computer software's in day to day routine activities using the latest technology.

#### **BBA 3.3(a): Computer Lab**

**Objective:** To acquaint the students with computer fundamentals and provide a thorough knowledge on using Office packages and Internet

**Learning Outcome:** Apply a range of computer software's in day to day routine activities using the latest technology.

#### **ENTREPRENEURSHIP DEVELOPMENT**

##### **Objectives:**

It provides exposure to the students to the entrepreneurial cultural and industrial growth so as to prepare them to set up and manage their own small units

#### **BBA 3.5: FUNDAMENTALS OF FINANCIAL MANAGEMENT**

##### **Objective:**

1. To help students to understand the conceptual framework of financial management in the context of Business Enterprises.
2. To help student to apply the principles of financial management and financial analysis in a given situation.

#### **BBA 3.6: INDIAN CONSTITUTION**

##### **Objective:**

1. To familiarize the students with the Indian Constitution & its values.
2. To acquaint the students with basic principle of Indian Constitution with various Fundamental rights and remedies.

### **Semester IV**

#### **BBA 4.1: MANAGEMENT INFORMATION SYSTEM**

**Objective:** To acquaint the students with the knowledge and role Of Management information systems and decision making process in any organization.

**Learning Outcomes:** Gather sufficient information and generate knowledge to take decisions on day to day basis for routine tasks in a business setup.

## **BBA 4.1(a): MANAGEMENT INFORMATION SYSTEM**

**Objective:** To acquaint the students with the knowledge and role Of Management information systems and decision making process in any organization.

**Learning Outcomes:** Gather sufficient information and generate knowledge to take decisions on day to day basis for routine tasks in a business setup

## **BBA 4.2 MARKETING RESEARCH**

**Objectives:** To Teach Students Fundamentals of Marketing Research and to Introduce the Students to Applied Research Techniques

## **BBA 4.3 COSTING FUNDAMENTALS**

**Objective:** To Develop A Preliminary Understanding of The Fundamental Aspects of Concepts & Practical Aspects of Cost Accounting For Business Administration.

## **BBA 4.4 HUMAN RESOURCE MANAGEMENT**

**Objectives:**

1. To acquaint students with need and importance of HRM.
2. To familiarize the students with the relevance of modern HR requirements and challenges in the dynamic business environment.

## **BBA 4.5 CONSUMER BEHAVIOR**

**Objective:** To make the students understanding the concepts of consumer behavior

## **BBA 4.6 PROJECT MANAGEMENT**

**Objective:** To introduce the students above Project Management

## **Semester – V**

### **IMPORT EXPORT MANAGEMENT**

**Learning Objectives:**

1. To make the students understanding the concepts of international trade.
2. To acquaint the student with basic procedure of import and export.
3. To provide sound awareness to Start-up Initiatives in the field of Export management and Foreign trade.

**Learning Outcomes:**

1. Identify various opportunities in international trade
2. Export procedures and assessment of export.
3. Understanding foreign exchange market and various job opportunities in it.

### **BUSINESS LAW**

**Learning Objectives:**

1. To provide an overview of contract law in the context with business environment.
2. To highlight various laws and acts which have impact on business environment and

industry.

3. Understanding related starting, running and winding up of Company and also LLP's.
4. Understanding of Legal Requirements Concerning Business.

**Learning Outcomes:**

1. Understand the sources of Contract law in India with and implication to business.
2. Understand basic mercantile laws that can be applied in industry and business.
3. Student will demonstrate an understanding of how to conceptualize, identify and quantify business risks.

**E-COMMERCE**

**Learning Objectives:**

1. This is designed keeping in mind today's need of the market. The BBA students are expected to have the basics of e-commerce even though they may not be pursuing a career in information system.
2. Further the future of business would be in the commerce arena. Hence this is only an introductory course of e-commerce. This has been made compulsory to all the students irrespective of their specialization.

**Learning Outcomes:**

1. Having received enough inputs to start with their own e-commerce business

**DIRECT TAXES**

**Learning Objectives:**

1. To introduce to the students the basic concept of taxation in business.
2. To provide the knowledge of computation of income for taxation Purposes.

**Learning Outcomes:**

1. Students will understand the basic concept of taxation in business.
2. Students will gain the knowledge of computation of income for taxation Purposes.
3. Understand the procedure of computation of total income for the purpose of levy of Income tax.

**FINANCE SPECIALISATION**

**WORKING CAPITAL MANAGEMENT**

**Learning Objectives:**

1. To provide an understanding of working capital management
2. To understand and conduct a basic analysis of receivable management.
3. To understand various strategies of maintaining optimum cash balance.

**Learning Outcomes:**

1. Evaluate comparative working capital management policies.
2. Apply Working capital management techniques to maximize the share holders' value.

**CORPORATE FINANCE**

**Learning Objectives:**

1. To develop preliminary understanding of the fundamental concepts, theories underlying the important financial decision.
2. Identify the key themes in corporate finance.
3. Explain the role of finance in an organisation.
4. Analyse the relationship between strategic decision making and corporate financing decisions.

**Learning Outcomes:**

1. Apply best practice tools and methods in corporate finance and investment management to different settings.
2. Evaluate critically corporate financial management practices with the aim of proposing and implementing improvements.

**MARKETING SPECIALIZATION****RETAIL MANAGEMENT**

1. To enable students to acquire knowledge of the different principles and frame-works that form the foundation of the retail industry.
2. To interpret and analyse strategic planning of fashion retailers. 1. Able to understand retail format, its emergence.
2. Able to figure out the current scenario future course.
3. Able to understand buying systems, buying merchandise, pricing and communication mix.
4. Able to design store layout, visual merchandising.

**SALES MANAGEMENT****Learning Objectives:**

1. This is one of the most important courses for students specializing in marketing. The student is expected to have the basics of marketing management before he takes up this course, in this course the student learns all the techniques for effective and efficient management of sales force including recruitment training and compensation of sales force. In the second half of the course he also learns all about channel management.

**Learning Outcomes:**

1. Able to determine the qualities of field sales force.
2. Able to design system to recruit, select, hire and assimilate effective sales people.
3. Able to design sales force compensation.
4. Able to design budget, quarter, territory.
5. Able to understand retailing formats.
6. Able to understand, market logistics.

**HR SPECIALIZATION****HUMAN RESOURCE DEVELOPMENT****Learning Objectives:**

1. To overview of the process of planning, implementing and the evaluation of training and development in a variety of settings;
2. To include conceptual tools needed to develop and design training.

**Learning Outcomes:**

1. Recognize & illustrate a general overview & principles of the HRD field.
2. Develop the training programs incorporating the stages of needs analysis, selection of resources.
3. Identify the implications & consequences of HRD efforts in organizations.

**PERFORMANCE MANAGEMENT SYSTEMS****Learning Objectives:**

1. To introduce the concept of Performance Management System.
2. To critically understand the elements and drivers of Performance Management System.
3. To study the Performance Management System Practices in different organizations.

**Learning Outcomes:**

1. The students will understand various interventions and drivers of Performance Management System
2. Students would be able to design the PMS by themselves.

**Semester – VI****PRODUCTION MANAGEMENT****Learning Objectives:**

1. To teach the students the Basics Elements of Production Management
2. To understand the role of Production Management plays in business processes.
3. To teach the importance of facility layouts
4. To demonstrate an understanding of the concepts of operations scheduling.
5. To demonstrate an understanding of the problems involved in inventory management.

**Learning Outcomes:**

1. Identify the roles and responsibilities of production managers in different organisational contexts
2. Describe the boundaries of a production management and recognise its interfaces with other functional areas within the organization

**MICRO SMALL MEDIUM ENTERPRISE MANAGEMENT****Learning Objectives:**

1. The course has been designed to prepare the student to set up and manage the small- scale industries of their own instead of searching for jobs.
2. The students develop and can systematically apply an entrepreneurial way of thinking that will allow them to identify and create business opportunities that may be commercialized successfully.

**Learning Outcomes:**

After the completion of the course, the students will be able to:

1. Know the parameters to assess opportunities and constraints for new business ideas
2. Understand the systematic process to select and screen a business idea
3. Design strategies for successful implementation of ideas
4. Write a business plan

**FINANCIAL MARKET AND SERVICE****Learning Objectives:**

1. The Course aims at providing the students, basic knowledge about the Finance concepts, markets and various services provided in those markets.
2. To provide an understanding of working Indian financial system.
3. It provides the basis for participants to trade in the financial markets and use the services of financial institutions with confidence.

**Learning Outcomes:**

1. Make an informed judgement about whether or to what extent a financial market satisfies the conditions of an efficient market
2. Identify the main factors that could detract from that efficiency.

## **FINANCE SPECIALIZATION SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT**

### **Learning Objectives:**

1. To provide students an exposure to equity market.
2. To understand fundamental analysis.
3. To understand basic tools of technical Analysis
4. To understand the meaning of portfolio.

### **Learning Outcomes:**

1. Describe the basic working of financial markets.
2. Students will understand the characteristics of different financial assets.
3. Use various tools of fundamental and technical analysis

## **GOODS & SERVICES TAX**

### **Learning Objectives:**

1. To orient the students on over view of GST
2. To make students familiarize with the process of GST

### **Learning Outcomes:**

1. Students will be able to understand the basics of GST
2. Students will be able to understand the process of GST

## **MARKETING SPECIALIZATION**

### **SERVICE MARKETING**

#### **Learning Objectives:**

1. To prepare the students to take in to marketing of the service Sector
2. To understand the importance of marketing of service.
3. How to manage and market the service effectively.
4. To understand the various marketing of service organisations.

#### **Learning Outcomes:**

1. Identify and analyse the various components of the services marketing mix (7Ps).
2. Recognise the role of employees (and often customers) in service delivery, customer satisfaction and service quality.

## **ADVERTISING MANAGEMENT**

#### **Learning Objectives:**

1. To provide a solid foundation of the principles of advertising.
2. To introduce the students to the working of an advertising agency along with the knowledge to make good advertising decisions.

#### **Learning Outcomes:**

1. Apply marketing communications functions such as advertising, direct marketing, the Internet, interactive media, and sales promotion.
2. Develop effective marketing communication strategies and programs.
3. Understand the implications of current trends in advertising and promotion.
4. Develop an advertising campaign plan that reflects an integrated marketing communications (IMC) perspective.

## **HR SPECIALIZATION LEADERSHIP STYLES**

### **Learning Objectives:**

1. To overview of leadership qualities.
2. To processes leading to their development.
3. To study modern styles of leadership.

### **Learning Outcomes:**

1. Have increased awareness of his/her personal leadership style.
2. Have increased knowledge to understand and evaluate leadership problems and possibilities.
3. Have strengthened his/her leadership skills, e.g. interpersonal skills, team development, conflict management, communication and change skills.

## **ORGANIZATION DEVELOPMENT**

### **Learning Objectives:**

1. The purpose of this course is to develop an understanding of the underlying concepts,
2. Strategies and issues involved in Organizational Development and Institutional Building.
3. Elucidating the dynamics of entry, diagnosis, planning, intervention, and sustainability that occur during organization change efforts.
4. Leveraging organizational change models in OD consulting
5. Leading and managing continuous change in organizations.

### **Learning Outcomes:**

1. Develop the knowledge, skills, attitudes, and values necessary for success in management and leadership positions in a variety of agencies, governmental, educational, and non-profit settings.
2. Exhibit leadership with the ability to be a change agent within an organization and the Public Safety community.
3. Demonstrate personal and professional ethical responsibility in all managerial and organizational decision making.

## **MBA Semester: III**

## **PROJECT AND OPERATIONS MANAGEMENT**

### **Learning Objectives:**

1. To give the students the overview of projects and operations of goods and services
2. To make them understand carry out the new projects and carry out the operation for the same.
3. To make them know the various techniques of managing of resources, allocation and distribution of goods and services to customers.

### **Learning Outcomes:**

1. Students will know various aspects in carrying out the new projects and operations.
2. Develop a suitable budget for a new project.
3. Various business and job opportunities in project and operations management.

## **STRATEGIC MANAGEMENT**

### **Learning Objectives:**

1. This course is designed to introduce the different concepts of strategic management and also give the totally integrated process of strategy formulation implementation and control
2. To develop students capacity to think strategically about a company, its present business position, its long-term direction, its resources and competitive capabilities, the caliber of its strategy, and its opportunities for gaining sustainable competitive advantage.
3. To build students skills in conducting strategic analysis in a variety of industries and competitive situations and, especially, to provide you with a stronger understanding of the competitive challenges of a global market environment.
4. To acquaint learners with the managerial tasks associated with implementing and executing company strategies, drill you in the range of actions managers can take to promote competent strategy execution, and give confidence in being able to function effectively as part of a company's strategy-implementing team.

### **Learning Outcomes:**

1. Enable students to think strategically about company and foresee the business scenario.
2. Provide students with stronger understanding in strategy formulation & implementation.
3. Equip budding managers to implement and execute company strategies

## **MARKETING SPECIALIZATION**

### **SERVICES MARKETING**

#### **Learning Objectives:**

1. Students are exposed To the Importance of marketing of services and how to manage and Market them effectively.
2. The course focuses on the unique challenges of marketing and managing services and delivering quality service to customers.
3. The attraction, retention, and building of strong customer relationships through quality service and services orientation. The Students are equipped to Manage marketing in organizations whose core product is service
4. The Students are made aware of the role of the service encounter; the key drivers of service quality; the customer's role in service creation; service design and innovation.

#### **Learning Outcomes:**

1. Identify the special management issues and unique challenges involved in marketing and managing services.
2. Aids students to understand the expectations of customers and know how to translate this knowledge into genuine value for customers.
3. Interpret service behaviour and service consumption in the light of service-dominant marketing logic and articulate the outcome to service marketing management.

4. Understand current research trends in services marketing and management.

## **SALES, DISTRIBUTION AND LOGISTICS MANAGEMENT**

### **Learning Objectives:**

1. Expose students to the multi-faceted nature of the sales manager's job;
2. Build awareness of current sales management practices and relevant managerial issues;
3. Illustrate the interaction of sales management with the other elements of the marketing program and Organization, and;
4. Develop analysis and problem-solving skills within a sales management framework.

### **Learning Outcomes:**

Upon successful completion of this course, students will be able to

1. Able to understand the role of selling in all industries.
2. Able to understand how a career in sales could be very lucrative and describe how the intensity of their effort will usually coincide with their results and success.
3. Able to understand the responsibility of sales force.
4. Able to utilize sales skills.

## **INDUSTRIAL MARKETING.**

### **Learning Objectives:**

1. To gain insights in to the various steps of organizational buying process.
2. To understand global practices of organizational buying and analyze the web presence of companies.
3. To understand the mechanism of third party outsourcing including both products and services.

### **Learning Outcomes:**

2. The *Industrial Marketing* is the science that complements and further develops the knowledge of students in the subject of marketing taking ...
3. Apply relevant *marketing* theory, inquiry and analysis skills to contemporary case studies and communicate *outcomes* ...

## **CONSUMER BEHAVIOUR**

### **Learning Objectives:**

1. The course deals with the behavioral aspects of marketing management.
2. It explains how the markets, consumers behave under circumstances and how the cultural, social, personal and psychological factors influence their behavior.
3. The course should enable students to develop marketing strategies that are consumer based and create and enhance customer value.
4. To understand the practical approach of the subject

## **Learning Outcomes:**

1. Outcome 1 Learn key concepts and theories of consumer behaviour.
2. Learn psychological theories relevant for understanding consumer behaviour.
3. Learn how different aspects of the environment influences consumer behaviour.
4. Learn what marketing strategy is and how it influences consumer behaviour.

## **WORKING CAPITAL MANAGEMENT**

### **Learning Objectives:**

1. To provide an understanding of working capital management and its practical implications.
2. To understand and conduct a detailed analysis of receivable management.
3. To understand various strategies of maintaining optimum cash balance.

### **Learning Outcomes:**

1. Evaluate comparative working capital management policies and their impact on the firm's profitability, liquidity, risk and operating flexibility.
2. Investigate funds flow cycles and their impact on working capital management objectives.
3. Apply cash management, accounts receivable management, and inventory management techniques to maximize the share holders' value.

## **SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT**

### **Learning Objectives:**

1. To provide students an exposure to equity market, it's working.
2. To understand various tools of fundamental and technical analysis.
3. To understand the concept of portfolio construction and its evaluation.

### **Learning Outcomes:**

1. Describe the general structure of various financial markets.
2. Students will understand the characteristics of different financial assets and will be capable of buying and selling these assets in financial markets.
3. Use various tools of fundamental and technical analysis for stock selection.
4. Build a diversified portfolio and assess portfolio performance.

## **MERGERS AND ACQUISITIONS**

**Objective:** To provide student's exposure to various aspects of Mergers and Acquisitions

## **FINANCIAL DECISIONS**

### **Learning Objectives:**

1. To provide the knowledge and skills necessary to evaluate the impact of financial decisions on different constituencies of stakeholder.
2. To understand the techniques of investment decisions.
3. To construct the investment proposal.

### **Learning Outcomes:**

1. Perform investment analysis and valuation.
2. Evaluate techniques of investment decisions.
3. Master investment proposal.

## **H.R. SPECIALIZATION**

### **ORGANIZATIONAL DEVELOPMENT & INSTITUTION BUILDING**

#### **Learning Objectives:**

- The purpose of this course is to develop an understanding of the underlying concepts, strategies and issues involved in Organizational Development and Institutional Building.
- To make the students understand the various interventions applicable at different levels
- To develop the skills related to diagnostic approach.

#### **Learning Outcomes:**

- Learn to understand the need for developing the organisations.
- To understand the concepts and models in organization development.
- To be able to judge and understand the need for diversity.
- Learn and understand different interventions required for development.

## **GROUP DYNAMICS & LEADERSHIP**

#### **Learning Objectives:**

- To provide inputs on team building and develop team decision making
- To inject the thoughts and skills of modern leaders in students
- To assess the leadership qualities of the students.

#### **Learning Outcomes:**

- Analyse the features and developmental stages of groups and team process.
- Critically evaluate and discuss the tools needed for effective communication in a variety of group scenarios.
- Gain knowledge and understanding of leadership foundational theories and models.
- Cultivate a sense of self-awareness through identifying a leadership vision, mission, style and values

## **HUMAN RESOURCE DEVELOPMENT**

### **Learning Objectives:**

- 1) To make the student understand the concept of Human Resource Development
- 2) To make the student know about application of Human Resource Development practices in Industrial Organisations

### **Learning Outcomes:**

- 1) After completion of this course students will be able to describe the role of HRD in building competencies of employees through HRD interventions.
- 2) They will be able to analyse the role of HRD climate and culture to maintain performance of employees and retain talent in dynamic organisations.
- 3) The students should be able to apply the principles and techniques as professionals for developing human resources in an organization

## **LEGAL ENVIRONMENT AND INDUSTRIAL RELATIONS**

### **Learning Objectives:**

1. To provide an overview of legal environment in the context with labour legislation an Industrial Relations
2. To highlight the role of Employee relationship with management.
3. To provide insight on law related to collective bargaining, Industrial Disputes, Trade Unions.
4. Understanding of Legal Requirements Concerning Business.

### **Learning Outcomes:**

1. Understand the sources of Industrial law in India with and implication to business.
2. Understand some basic laws that can be used to solve employee & employer problems in Industry.
3. Appreciate the ethical dimensions of the role of Managers, Lawyers, and the functioning of law and legal systems applicable to Industry set up in Indian context.

## **INFORMATION SCIENCE SPECIALIZATION**

### **ENTERPRISE RESOURCE PLANNING**

#### **Learning Objectives:**

1. To provide a professional understanding of ERP in general
2. To provide an in-depth knowledge of working of different ERP packages provided by top few service providers
3. To understand in-depth, the role of information system in various activities of business

## **Learning Outcomes:**

1. Understand the concepts and importance of ERP system.
2. Understand ERP market and vendors.
3. They should be able to understand the concept ERP implementation

## **E-COMMERCE & WEB DESIGNING**

### **Learning Objectives:**

1. To provide create an overall understanding of online business
2. To provide in-depth knowledge on various software's used in running an online store/business
3. To provide a hands on experience of having an online business including commercial aspects and legalities

### **Learning Outcomes:**

The aim of the course is to introduce students to:

1. the fundamental principles of e-Business and e-Commerce and the role of Management,
2. the underlying used technologies with emphasis on Internet Technologies, and
3. the application of tools and services to the development of small scale e-Commerce applications.

## **COMPUTER NETWORKS AND INTERNET MANAGEMENT**

### **Learning Objectives:**

1. To acquaint the students with conceptual basics of networking
2. To gain a thorough understanding of different modes of technology based communication.
3. To have good knowledge on security aspects of network based communication.

### **Learning Outcomes:**

1. Understanding on the concepts and models in computer networks
2. Different modes of technology based communication.
3. Security aspects of network communications.

## **PRODUCTION AND OPERATION MANAGEMENT SPECIALIZATION**

### **INTEGRATED MATERIALS MANAGEMENT**

#### **Learning Objectives:**

1. To acquaint the students with decision-making for effective and efficient purchase, storage and flow of materials in manufacturing and service organizations;
2. Cost-reduction techniques in Pre-purchase. Purchase and post-purchase systems;
3. Modern material planning and delivery systems like MRP and JIT and Material handling and logistics systems.

### **Learning Outcomes:**

1. Students will know how large industries store and maintain all the materials.
2. The students understand the meaning of materials management and are able to manage and plan material flows and related information flows as part of the company's logistics process.
3. Students understand the connection between company's internal materials management and the network in supply chain

### **BUSINESS PROCESS REENGINEERING**

#### **Learning Objectives:**

1. To understand and apply the fundamental principles of business process reengineering/redesign.
2. To learn principles and tools of business process improvement.
3. To understand the relationship between business growth and business process reengineering.

#### **Learning Outcomes:**

1. students will know How to analyze business processes from 360° – The tactical, operational and strategic perspectives
2. Understand what is Business Process Reengineering
3. Analyze & select processes for reengineering
4. Apply reengineering technique
5. Design & implement the new process
6. Use tools & techniques for continuous improvement

### **MANAGEMENT OF TECHNOLOGY**

#### **Learning Objectives:**

1. To give good insight of working of technologies in modern industries
2. To inculcate the mixed knowledge of engineering and management principles
3. To prepare the skills of students to work in numerous roles in a wide range of industries

#### **Learning Outcomes:**

1. Describe and assess tools, techniques, and strategies of the management of technology and innovation.
2. Examine the management of technology from the perspective of research and development, new product development, production, operations, finance, commercialization and strategy.
3. Analyze the high levels of complexity and risk associated with the management of technology and develop company strategies.

## **ADVANCED PRODUCTION PLANNING AND CONTROL**

### **Learning Objectives:**

1. To understand the importance of planning and controlling with respect to production.
2. To emphasize how proper planning and control contributes in profits of the enterprise.
3. To understand how routes and schedules for work will ensure the optimum utilization of materials, workers, and machines and provides the means for ensuring the operation of the plant in accordance with the plans.

### **Learning Outcomes:**

1. Describe (identify/write) the various components that make up the manufacturing planning and control system and the interaction among them.
2. Develop the models that are applicable for supply chain inventory management, including those for quantity discounts, safety stocks, and order quantity and reorder point interactions.
3. Develop the algorithms that are appropriate for solving single-machine, two-machine, parallel-machines and flow shop scheduling problems.
4. Show how (i) the material requirement plans, manufacturing resource plans, and capacity requirement plans can be developed, and (ii) lot sizing decisions can be made for a manufacturing system.
5. Describe the issues concerning Just-in-Time (JIT) manufacturing and its benefits.

## **MBA Semester: IV**

## **ENTREPRENEURSHIP DEVELOPMENT & BUSINESS ETHICS**

### **Learning Objectives:**

1. To inject entrepreneurial qualities in the students.
2. To provide inputs relating to ethical issues faced by industry.
3. To train on preparing business plans and project proposals.

### **Learning Outcomes:**

1. Students will gain knowledge & skills needed to start and run a business.
2. Understand various institutions supporting in the development of entrepreneurs.
3. Understand ethical issues in workplace & how to make ethical decisions in business.

## **1. INTERNATIONAL BUSINESS MANAGEMENT**

### **Learning Objectives:**

1. To create understanding about the international Business environment.
2. To give awareness regarding opportunities and challenges in IB.
3. To evaluate the systems and procedures for international trading.

## **Learning Outcomes:**

1. Learn about international Business environment, and trading system.
2. Develop an international marketing plan, and strategies to enter global market.
3. Learn how international factors affect domestic concerns
4. Learn about regional economic integration and importance.

### **MARKETING SPECIALIZATION**

## **INTERNATIONAL MARKETING**

### **Learning Objectives:**

1. Understand how the basic principles of marketing are applied in a variety of diverse cultural, political, legal and economic environments
2. Be able to analyse foreign markets to determine their overall export potential.
3. Be able to design strategies for global competition.
4. Know how international marketers develop pricing strategies for goods sold abroad.
5. Understand the basic principles, objectives, and problems in developing international channels of distribution.

### **Learning Outcomes:**

1. Be able to apply relevant business skills
2. Be able to show a market-oriented, global, entrepreneurial and sustainable mindset.

## **RETAIL MANAGEMENT**

### **Learning Objectives:**

1. Introduction to Retail Management: Learn how retailing works and the factors that influence its success.
2. Selling and Service: Understand how to create a shopping experience that builds customer loyalty.
3. Merchandising: Learn how to receive, present and maintain merchandise.
4. Human Resources: Learn how to identify, hire, retain and build retail talent.
5. Operations: Learn the functions that support service and sales.
6. Financial Reporting: Understand how to drive sales growth.

### **Learning Outcomes:**

1. Demonstrate the ability to identify & understand basic theories, principles, practices & terminology related to each functional area of business in retail.
2. Demonstrate the ability to perform the functions appropriate to each function area of business in retail.
3. Understand the ways the retailers use marketing tools & techniques to interact with their customers.
4. Demonstrate competency in communicating effectively using oral, written & non-verbal techniques, to include the use of technology in gathering & presentation of information.

## **ADVERTISING AND BRAND MANAGEMENT**

### **Objective:**

1. Examine the key components of an integrated communications strategy and how to assemble them.
2. Explore crucial issues in developing and implementing marketing communications.
3. Apply ideas, concepts, and systematic approaches to decisions concerning marketing
4. communications
5. The role of brands, concept of brand equity and the advantages of creating strong brands
6. Alternative branding strategies & how to devise brand hierarchies & brand portfolios

### **Learning Outcomes:**

1. Able to (explain) understand the role of IMC in overall marketing programme.
2. Able to design and choose best media out of available media for communication to target customer.
3. Able to measure the effectiveness of advertisement.

## **CUSTOMER RELATION MANAGEMENT**

### **Learning Objectives:**

1. To understand the role, value and prospects of CRM
2. To provide managerial insights into the process of forming, managing and enhancing customer relationships
3. To understand the importance of eCRM.
4. To understand the integration of ERP with CRM

### **Learning Outcomes:**

1. To create insight and new learning in the area of customer relationship management.
2. To discuss the conceptual foundations of relationship marketing and its implications for further knowledge development in the field of business.

## **FINANCE SPECIALIZATION**

### **MANAGEMENT ACCOUNTING & CONTROL SYSTEMS**

### **Learning Objectives:**

1. To appraise the students about the concept of management control system.
2. To understand its role in efficient management.
3. To understand various tools and techniques of management accounting and control system.
4. To understand the practical approaches of management accounting and control system.

### **Learning Outcomes:**

1. Understand and apply key instruments of management accounting, such as job order costing, activity-based costing or budgeting in managerial decision-making.
2. Analyse and critically discuss how the performance of a corporation or business unit may be measured and managed.

## **DERIVATIVES MANAGEMENT**

### **Learning Objectives:**

1. To understand the concept of risk.
2. To give exposure to derivatives management and various strategies of trading.
3. To understand various trading tools of derivative market.

### **Learning Outcomes:**

1. Students will understand the characteristics of different financial derivatives.
2. Students will know how to use different derivative instruments to manage their investment risks.
3. On completion of this course students should understand and be able to apply the processes and applications outlined in the course description.

## **INTERNATIONAL FINANCIAL MANAGEMENT**

### **Learning Objectives:**

To give exposure to all aspects of International financial management.

## **FINANCIAL REPORTING AND ANALYSIS**

### **Learning Objectives:**

1. To develop the knowledge and skills necessary to understand the professional responsibilities.
2. To understand and compare financial statement analysis.
3. To make use of these reports for investment decision making.

### **Learning Outcomes:**

1. Student will develop the knowledge and skills necessary to understand the professional responsibilities.
2. Student will develop understanding and will be able to compare financial statements.
3. Student will learn to make use of financial reports for investment decision making.

## **HR SPECIALIZATION STRATEGIC HUMAN RESOURCE MANAGEMENT**

### **Learning Objectives:**

1. The purpose of this course is to develop an understanding of the underlying concepts, strategies and issues involved in managing human resources.
2. SHRM emphasizes the need for HR plans and strategies to be formulated within the context of overall organizational strategies and objectives and to be responsive to the organizations' dynamic external environment.
3. The objectives to delineate the concepts and characteristics of SHRM, its relationship with business strategies of the organization, its several models with their effects on Core HR functions and the relationship between SHRM and Organization's Structure, Strategy, Culture and Policies.

### **Learning Outcomes:**

1. Understand the relationship between HRM strategy and organizational performance.
2. Understand how HRM strategy is developed in response to internal & external environmental factors.
3. Evaluate the impact of SHRM, concepts & values upon the organizations success.
4. Understand a range of HR management activities (Ex: recruitment, selection and assessment, performance management, compensation, separation).

## **HUMAN FACE IN CORPORATE RESTRUCTURING**

### **Learning Objectives:**

1. To provide student with an opportunity to become familiar with the basics of "change management".
2. To develop an awareness and fundamental knowledge of the need for change, why organizations change or fail to change, and how to plan for, manage and measure change.
3. To understand the impact of corporate restructuring on human resource dimensions
4. To develop an awareness of the role of training and development in corporate restructuring and help further develop and expand critical thinking and analytical skills.

### **Learning Outcomes:**

1. Provided students with the fundamental knowledge of the need for organizational change and the basis for change.
2. Enabled students with the understanding the process of organizational change.
3. Highlights the impact of organizational change on the human resource.

## **COMPETENCY MAPPING**

### **Learning Objectives:**

1. To prepare students to understand the process Career Planning.
2. To equip students to assess and manage organizational effectiveness.
3. To design and implement the programmes on company building.

### **Learning Outcomes:**

1. Identify and develop competency.
2. Map competencies according to organization, roles, functions and responsibilities.
3. Design and validated generic and customized competency model.

## **KNOWLEDGE MANAGEMENT**

### **Learning Objectives:**

1. To develop skills of identifying ,documenting, retrieving and disseminating knowledge in the organizations
2. To understand the practices of Knowledge Management and related issues.
3. To understand the interrelationships of knowledge management and other operational areas of an organization.

### **Learning Outcomes:**

1. To be able to develop skills of identifying, documenting, retrieving and disseminating knowledge
2. To understand the concepts of knowledge management.
3. To bring in clarity of understanding the interrelationships of knowledge management.

## **IS SPECIALIZATION**

### **SOFTWARE ENGINEERING AND MANAGEMENT**

#### **Learning Objectives:**

1. To provide fundamental concepts of software engineering and management
2. To provide a concrete basis of software project development and planning
3. To provide an understanding of various software tools used in projects

#### **Learning Outcomes:**

On the successful completion of the course, the student would be able to

1. The application of a systematic, disciplined, quantifiable approach to the development, operation, and maintenance of software.
2. The tools and methods for software requirements, software design, software construction, software testing, and software maintenance tasks

## **INFORMATION SECURITY AND CYBER LAWS**

### **Learning Objectives:**

1. To explore the challenges in information Security
2. To provide extensive knowledge on standards for Information Security and their implications
3. To provide technical skills and knowledge about various methods for securing information

### **Learning Outcomes:**

The course would enable the students to

1. Sensitize about the various information security threats, recognize the ethical issues and privacy issues involved in information security.
2. Identify and choose appropriate security management tools to handle information security threats.

## **COMPUTER MODELLING AND DECISION SUPPORT SYSTEMS**

### **Learning Objectives:**

1. To gain a thorough knowledge on different computer models and DSS.
2. To bring various insights of models w.r.t management and business scenarios.
3. To thoroughly understand the role of decision support systems in large organizations.

### **Learning Outcomes:**

1. To understand and have a thorough knowledge of different models and DSS.
2. To be able to understand the various insights of management and business scenarios.
3. To be able to make decisions using DSS in large organizations.

## **PRODUCTION AND OPERATIONS MANAGEMENT SPECIALIZATION**

### **TOTAL QUALITY MANAGEMENT**

#### **Learning Objectives:**

1. To understand the philosophy and core values of Total Quality Management (TQM);
2. To determine the voice of the customer and the impact of quality on economic performance and long-term business success of an organization;
3. To apply and evaluate best practices for the attainment of total quality.

#### **Learning Outcomes:**

1. Know the principles of total quality management and peculiarities of their implementation;
2. Be able to use quality management methods analyzing and solving problems of

- organization
3. Select and apply appropriate techniques in identifying customer needs, as well as the quality impact that will be used as inputs in TQM methodologies;
  4. Measure the cost of poor quality and process effectiveness and efficiency to track performance quality and to identify areas for improvement;
  5. Understand proven methodologies to enhance management processes, such as benchmarking and business process reengineering.

## **SERVICE OPERATIONS MANAGEMENT**

### **Learning Objectives:**

1. To develop awareness of the critical need for effective service operations management,
2. To apply a number of analysis techniques to assess and improve service operations processes and performance,
3. To select and apply appropriate approaches for design, planning and control of service operations, and
4. To develop awareness of the economic, social and environmental challenges facing service operations managers.

### **Learning Outcomes:**

1. Acquire familiarity and a working knowledge of the principles and practice of operations management as applied to the service industries.
2. Understand terminology, applications, and tools which are essential for managing operations in service industries.
3. Utilize quantitative and qualitative methods and software applications in managing service operations.

## **MAINTENANCE PLANNING AND CONTROL**

### **Learning Objectives:**

1. To impart skills and knowledge regarding modern maintenance strategies
2. To provide the necessary knowledge for developing strategies and expertise in maintenance management
3. To make the students aware of various tools and techniques of maintenance

### **Learning Outcomes:**

1. Learn proactive and preventative maintenance to maximize the operational efficiency of equipment.
2. Strong emphasis on empowering operators to help maintain their equipment.
3. Effective in improving productivity (increasing up time, reducing cycle times, and eliminating defects)

# BCA Sem-I

## Subject: Introduction to Programming – C

### Course Objectives

- To introduce students to a powerful programming language – C.
- To understand the basic structure of a C program.
- To gain knowledge of various programming errors.
- To enable the students to make flowchart and design an algorithm for a given problem.
- To enable the students to develop logics and programs.

### Course Outcomes

- In-depth understanding of various concepts of C language.
- Ability to read, understand and trace the execution of programs.
- Skill to debug a program.
- Skill to write program code in C to solve real world problems.

## Subject: Computer Concepts & Office Automation

### Course Objectives

- To impart knowledge about the structure, components and functions of a computer system.
- To understand working of basic input and output devices.
  
- To learn about the binary number representation along with its operations.
- To give detailed knowledge of MS-Office.
- To give an in-depth understanding of role of computers in business, education and society.

### Course Outcomes

- Familiarization with the terms like Operating System, peripheral devices, networking, multimedia, internet etc.
- Ability to use internet for searching information on web, sending e-mails and many other tasks.
- Skill to work with MS-Word, Excel and PowerPoint.
- Initiation into the process of writing business letters or job applications, tabulating data,

## Subject: Mathematics (Applied and Discrete Mathematics)

### Course Objectives

- To understand and solve discrete mathematical problems.
- To impart knowledge regarding relevant topics such as set Theory, basic logic, graphs, trees or discrete probability.
- To familiarize students with linear Algebra, differential and integral calculus, numerical methods and statistics.

### Course Outcomes

- Develops formal reasoning.
- Creates habit of raising questions.
- Knowledge regarding the use of Discrete Mathematics in Computer Science.
- Helpful in formulating questions.

- Ability to communicate knowledge, capabilities and skills related to the computer engineer

### **Subject: Communication Skills in English – I & II (BCA Sem-II)**

#### **Course Objectives**

- To enable the learner to communicate effectively and appropriately in real life situation.
- To use English effectively for study purpose across the curriculum.
- To develop and integrate the use of four language skills:
  - a) Reading
  - b) Writing
  - c) Listening
  - d) Speaking
- To revise and reinforce structure already learnt.

#### **Course Outcomes**

- Reading Skills:-** Ability to read English with understanding and decipher paragraph patterns, writer techniques and conclusions.
- Writing Skills:-** Skill to develop the ability to write English correctly and master the mechanics of writing the use of correct punctuation marks and capital letter.
- Listening Skills:-** Ability to understand English when it is spoken in various contexts.
- Speaking Skills:-** Develop the ability to speak intelligibly using appropriate word stress, sentence stress and elementary intonation patterns.

## **BCA Sem-II & III**

### **Subject: Introduction to Programming- C++**

#### **Course Objectives**

- To give an overview of benefits of Object Oriented Programming (OOP) approach over the Traditional Programming approach.
- To deliver comprehensive view of OOP concept.
- To impart detailed knowledge of a powerful object oriented programming language – C++.

#### **Course Outcomes**

- Familiarization with a widely used programming concept – Object Oriented Programming.
- Develop logical thinking.
- Skill to write codes in C++ by applying concept of OOP, such as Objects, Classes, Constructors, Inheritance etc., to solve mathematical or real world problems .
- Ability to isolate and fix common errors in C++ programs.

### **Subject: Numerical Methods and Statistical Techniques**

#### **Course Objectives**

- To learn how to perform error analysis for arithmetic operations.
- To demonstrate working of various numerical methods.
- To provide a basic understanding of the derivation and use of methods of interpolation and numerical integration.
- To impart knowledge of various statistical techniques.
- To develop students' understanding through laboratory activities to solve problems related to above stated concepts.

#### **Course Outcomes**

- Skill to choose and apply appropriate numerical methods to obtain approximate solutions to difficult mathematical problems.

- Ability to apply various statistical techniques such as Measures of Central Tendency and Dispersion.
- Understanding of relationship between variables using the method of Correlation and Trend Fit Analysis.
- Skill to execute programs of various Numerical Methods and Statistical Techniques

**Subject: Computer Architecture and Organization.**

**Course Objectives**

- To enable the students to understand the functionality and implementation of computer system.
- To familiarize with the various instruction codes and formats of different CPUs.
- To introduce the students to I/O and memory organization of computer system.
- To deliver an overview of Control Unit of a computer system.
  
- To learn the usage of parallel and vector processing.

**Course Outcomes**

- Ability to understand the functionality, organization and implementation of computer system.
- Skill to recognize the instruction codes and formats.
- Knowledge of the internal working of main memory, cache memory, associative memory and various modes of data transfer.
- Familiarization with the working of parallel processing and vector processing.

**Subject: Database Management System**

**Course Objectives**

- To introduce the students to the database system.
- To learn how to design a database by using different models.
- To enable the students to understand the database handling during execution of the transactions.
- To understand the handling of database by concurrent users.
- To gain complete knowledge of SQL and PL/SQL.

**Course Outcomes**

- Familiarization with Database Management System.
- Comprehensive knowledge of database models.
- Ability to code database transactions using SQ

**Computational Problem Solving Using Python**

**Subject: Operating System**

**Course Objectives**

- To deliver a detailed knowledge of integral software in a computer system – Operating System.
- To understand the working of operating system as a resource manager.
- To familiarize the students with Process and Memory management.
- To describe the problem of process synchronization and its solution.

**Course Outcomes**

- Ability to apply CPU scheduling algorithms to manage tasks.
- Initiation into the process of applying memory management methods and allocation policies.
- Knowledge of methods of prevention and recovery from a system deadlock

# BCA Sem-IV ,V & VI

## Subject: Computer Networks

### Course Objectives

- To deliver comprehensive view of Computer Network.
- To enable the students to understand the Network Architecture, Network type and topologies.
- To understand the design issues and working of each layer of OSI model.
- To familiarize with the benefits and issues regarding Network Security.

### Course Outcomes

- Knowledge of uses and services of Computer Network.
- Ability to identify types and topologies of network.
- Understanding of analog and digital transmission of data.
- Familiarization with the techniques of Network Security

## Subject: Web Technologies

### Course Objectives

- To learn various Web Technologies.
- To enable the students to design and implement static and dynamic Web pages.
- To acquire fundamental skills to maintain web server services required to host a website.
- To learn MySQL.

### Course Outcomes

- Ability to develop web pages using HTML and Cascading Style Sheets.
- Skill to create XML documents and Schemas.
- Knowledge of client-side (JavaScript) and server-side scripting (PHP, ASP.NET) languages to build dynamic web pages.
- Familiarization with Web Application Terminologies, Internet Tools, E – Commerce and other web services.
- Ability to develop database applications with MySQL.

## Subject: Java Programming Language

### Course Objectives

- To learn the syntax and semantics to write Java programs.
- To understand the fundamentals of object-oriented programming in Java.
- To familiarize with the concept of inheritance, polymorphism, packages and interfaces.

### Course Outcomes

- Skill to write Java application programs using OOP principles and proper program structuring.
- Ability to create packages and interfaces.
- Ability to implement error handling techniques using exception handling

## Software Engineering

### Course Objectives

- To introduce the students to a branch of study associated with the development of a software product.
- To gain basic knowledge about the pre-requisites for planning a software project.
- To learn how to design of software.
- To enable the students to perform testing of a software.

### Course Outcomes

- Familiarization with the concept of software engineering and its relevance.

- Understanding of various methods or models for developing a software product.
- Ability to analyze existing system to gather requirements for proposed system.
- Skill to design and code a software.