



M.O.P. VAISHNAV COLLEGE FOR WOMEN (AUTONOMOUS)

PROGRAM OUTCOMES

UNDER GRADUATE PROGRAMS

1. Students will demonstrate a strong conceptual foundation in their area of specialisation and have the ability to become lifelong learners
2. Imbibe industry relevant skills required to remain competent and relevant in the dynamic global environment.
3. Will identify and utilize a business opportunity and excel in entrepreneurship and thereby become job providers in the economy.
4. Recognize their responsibility towards the larger society and become socially conscious citizens
5. Create empowered women as thought leaders to contribute in nation building

POST GRADUATE PROGRAMS

1. Demonstrate in-depth knowledge both conceptual and applied pertaining to their core discipline
2. Critically evaluate real world issues and identify sustainable solutions through research capabilities
3. Develop as professionally competent and socially responsible corporate citizens of the future
4. Exhibit industry relevant skills to build successful careers in a global business environment
5. Women leaders who serve as transformational catalysts in policy making

DIPLOMA COURSES

1. Exhibit market driven employability skills
2. Demonstrate inter disciplinary capabilities to build a successful career in niche areas

DOCTORAL PROGRAM IN COMMERCE

1. Explore efficient and effective business processes to give cutting edge solutions to corporate entities
2. Involve in minor and major research projects in business areas requiring real time solutions
3. Engage in research devoid of plagiarism and develop original ideas and approaches to management
4. Publish quality research papers in high impact factor journals
5. Undertake research in areas having high relevance to societal concerns and challenges

Program Name: MBA

Post Graduate Program in Business Administration

Program Specific Outcomes (PSO)

PSO 1	Develop an understanding of the core principles in the fundamental areas of management
PSO 2	Comprehend the business scenario and make real time decisions that impact the value of the organization
PSO 3	Identify trends and practices of the industry and capitalize on these by possessing relevant skills and capabilities
PSO 4	Make a mark in the corporate world owing to high level capabilities and competence

Course Outcomes (CO)

Course Component	Course	Course Outcomes
Core	Management Principles	CO1 : Explain the evolution of management thought and basic principles and process of management CO2 : Plan and apply creativity in decision making leading to business success CO3 : Recognise the need for organisation structure and authority responsibility relationships CO4 : Identify the techniques of coordination and control CO5 : Write basic business letters and communication
Core	Accounts For Business Decision Making	CO1 : Prepare income statement, balance sheet, fund and cash flow statements CO2 : Apply tools of ratio analysis CO3 : Install a system of budgetary control preparing functional budgets CO4 : Prepare a cost sheet CO5 : Calculate break-even point and CVP analysis of a business
Core	Organisational Behaviour	CO1 : Gain an overview of the foundations of individual behaviour CO2 : Know the theories of motivation and apply to organization CO3 : Examine the cause of group behaviour and dynamics CO4 : Explain the theories of leadership and transactional analysis CO5 : Handle stress and evaluate the role of conflict management, change and development in creating organizational culture and climate.
Core	Legal Framework Of Business	CO1 : Define the essential elements of a contract including contract of sale CO2 : Know the legal provisions relating to negotiable instruments CO3 : Gain an overview of labour laws CO4 : Identify the rights and remedies available to a consumer

		CO5 : Explain the legal formalities pertaining to formation, management and working of companies and partnerships
Core	Managerial Economics	CO1 : Identify optimization techniques useful in managerial decision making CO2 : Have a knowledge of concepts in demand, cost and production functions CO3 : Identify the market type based on competition for determination of price and output CO4 : Measure the economic effects of advertising CO5 : Interpret the impact of macroeconomic parameters on business
Core	Management Information Systems	CO1 : Identify the information needs, source and flows of a business CO2 : Design a system of MIS CO3 : Apply the principles of MIS in functional areas of business CO4 : Demonstrate fundamental knowledge of computer systems CO5 : Engage in real time ERP
Core	Entrepreneurship And Family Business Management	CO1 : Define the concepts fundamental to entrepreneurship CO2 : Demonstrate the ability to conceive a business idea and undertake the formalities to setup a business CO3 : Write down a business plan CO4 : Identify the methods of raising finance for an entrepreneurship venture CO5 : Explain the constitution and issues unique to family owned businesses
Core	Strategic Management	CO1 : Define the basic concepts of strategic management CO2 : Perform an analysis of the environment to formulate strategy CO3 : Identify the types of strategic alternatives available to a business CO4 : Choose and implement the appropriate strategies CO5 : Evaluate and control the strategic implementation process
Core	Financial Management	CO1 : Define the finance function and its scope CO2 : Manage the working capital decisions of the firm CO3 : Identify the sources and cost of long term capital CO4 : Calculate the value of the firm under various dividend theories CO5 : Have an overview of the capital markets
Core	Production And Operations Management	CO1 : Have a knowledge of the nature, scope and functions of production CO2 : Design a production layout including capacity and location decisions CO3 : Identify the factors of job design CO4 : Apply inventory management techniques CO5 : Describe the various quality control techniques
Core	Human Resource Management	CO1 : Define the objectives and functions of HRM CO2 : Identify man power needs through HRP CO3 : Design the recruitment, selection and induction processes for an organization CO4 : Evaluate the various techniques of performance management and appraisal

		CO5 : Administer a compensation management system
Core	Marketing Management	CO1 : Identify the elements of a marketing mix CO2 : Conduct a market research to understand consumer behaviour CO3 : Determine the basis for segmentation and targeting CO4 : Evaluate the pricing strategies and approaches CO5 : Formulate a distribution channel and promotion strategy for a business
Core	Project Management	CO1 : Define the concepts of project management CO2 : Identify, select and formulate a project implementation plan CO3 : Apply appraisal techniques to choose a feasible project CO4 : Plan and schedule a project CO5 : Formulate control and monitoring techniques used in project execution and administration
Core	Quantitative Techniques For Management	CO1 : Have knowledge of theorems of probability and its application in business CO2 : Apply statistical tools of correlation and regression CO3 : Test hypothesis using parametric and non parametric tests CO4 : Solve linear programming and transportation problems CO5 : Demonstrate application of game theory, sequencing and replacement models in business
Core	Research Methodology	CO1 : Define the basics of research CO2 : Identify the appropriate research and data collection method CO3 : Apply the optimal measurement and scaling techniques CO4 : Analyse and interpret the data collected CO5 : Present the results of the research
Elective	Advertising And Sales Promotion Management	CO1 : Develop an ad copy CO2 : Plan and select appropriate media CO3 : Implement the advertisement plan CO4 : Identify various sales promotion activities CO5 : Measure the effectiveness of advertisement and sales promotion
Elective	Retail Marketing	CO1 : Identify the trends in the retail industry CO2 : Interpret consumer behaviour and its implications for retail management CO3 : Design store layout and merchandise handling CO4 : Identify the elements of a retail mix CO5 : Evaluate the future of retailing in the context of a global scenario
Elective	Market Research And Consumer Behaviour	CO1 : Have an understanding of the fundamentals of market research and consumer behaviour CO2 : Define the consumer decision making process CO3 : Identify the determinant of individual consumer behaviour CO4 : Identify the aspects of group consumer behaviour CO5 : Apply the concepts of opinion leadership and diffusion to understand consumer behaviour
Elective	Training And Development	CO1 : Gain an understanding of the meaning, need and significance of training CO2 : Understand the process of training and analysis of training CO3 : Design and implement a training programme

		<p>CO4 : Identify the methods of evaluation of a training programme</p> <p>CO5 : Explain the theories and principles of learning and the relevant technology tools</p>
Elective	Human Resource Development	<p>CO1 : Explain the evolution of HRD and its importance in the present context.</p> <p>CO2 : Define important concepts in HRD</p> <p>CO3 : Identify the importance of learning organisations</p> <p>CO4 : Evaluate the HRD practices of an organisation</p> <p>CO5 : Design OD interventions programmes and techniques</p>
Elective	Industrial And Labour Relations	<p>CO1 : Identify the framework of industrial relations</p> <p>CO2 : Define the causes and machinery for resolution of industrial disputes</p> <p>CO3 : Evaluate the changing landscape of labour relations</p> <p>CO4 : Explain the role and problems of trade unions</p> <p>CO5 : Give the meaning, scope and methods of collective bargaining</p>
Elective	Merchant Banking And Financial Services	<p>CO1 : Identify the recent developments and the functions of merchant banking</p> <p>CO2 : Compile various enactments governing merchant banking including SEBI, SERA etc.</p> <p>CO3 : Evaluate issue management and marketing and will be in a position to formulate suitable marketing strategies for the organization.</p> <p>CO4 : Assess the concepts relating to Mergers and other financial services including leasing and hire purchase</p> <p>CO5 : Demonstrate knowledge on various financial services including mutual funds, factoring and venture capital</p>
Elective	Security Analysis And Portfolio Management	<p>CO1 : Explain security analysis in the context of investments.</p> <p>CO2 : Recognize the regulation of primary and secondary market.</p> <p>CO3 : Apply portfolio analysis for investment preference under varying policies of investors.</p> <p>CO4 : Gain overview of derivatives</p>
Elective	International Business	<p>CO1 : Comprehend the types of international business and the recent trends in foreign investments and global business climate.</p> <p>CO2 : Explain the concept of Balance of Payments and theories on trade investments. Design and plan for increasing the competitive capacity of any organization.</p> <p>CO3 : Discuss the functioning of WTO and the tariff barriers</p> <p>CO4 : Explain about world financial environment.</p> <p>CO5 : Demonstrate Global Competitiveness, Export Management, Joint Ventures Technology and Global Competition</p>
Elective	Database Management Systems	<p>CO1 : Define the fundamentals of data models</p> <p>CO2 : analyze query processing and concurrency management strategies</p> <p>CO3 : Recognize and evaluate the basics of data base design.</p> <p>CO4 : Know the various types of software</p> <p>CO5 : Gain an overview of database integrity and selection</p>
Elective	Systems Analysis And Design	<p>CO1 : Identify the basics of system analysis and design.</p> <p>CO2 : Understand in detail about structured analysis development strategies</p>

		<p>CO3 : Develop design of input and control</p> <p>CO4 : Gain insight on system implementation process</p> <p>CO5 : Develop functional proto-type information system</p>
Elective	E Technology And Business	<p>CO1 : Identify the basics of worldwide web and customer interface</p> <p>CO2 : Understand the principles and application of data warehousing in e commerce</p> <p>CO3 : Develop a business model for the internet</p> <p>CO4 : Evaluate the security and legal issues in e commerce</p> <p>CO5 : Interpret the scenario of e commerce in the Indian context</p>
Elective	Hotel Management	<p>CO1 : Evaluate the potential of the hotel industry in India and globally</p> <p>CO2 : Gain an insight into hotel fundamentals</p> <p>CO3 : Apply the principles of services marketing and financial management to the hotel industry</p> <p>CO4 : Undertake a real time project with the hospitality industry</p>
Elective	Hospital Management	<p>CO1 : Evaluate the history and organization of the health care sector in India</p> <p>CO2 : Identify the activities in the operations of a hospital</p> <p>CO3 : Familiarize the documents and record maintenance in hospitals</p> <p>CO4 : Gain an insight in the rural healthcare scenario</p> <p>CO5 : Undertake a real time project with the hospitality industry</p>
Elective	Tourism Management	<p>CO1 : Have an overview on practices unique to tourism</p> <p>CO2 : Develop and price a tourism product</p> <p>CO3 : Have an understanding of the types of tourism</p> <p>CO4 : Undertake a real time project in the tourism industry</p>

Program Name: M.A HRM

**Post Graduate Program in Arts with specialisation in
Human Resources Management**

Program Specific Outcomes (PSO)

PSO 1	Demonstrate an understanding of basic concepts and principles of the Human Resource domain.
PSO 2	Exhibit higher level of capability in initiating and managing people interactions at the workplace
PSO 3	Apply the knowledge gained through continuous internships to pursue a successful career in HR.
PSO 4	Build competent and confident HR professionals who will exceed industry expectations.

Course Outcomes (CO)

Core	Managerial Concepts And Business Ethics	CO1 : Define the fundamental principles of management and the role of a professional manager CO2 – Apply the principles of planning and decision making in everyday life CO3- Gain an understanding of organisation structures, authority - responsibility flow and the need for control and coordination CO4 - Demonstrate the ability in ethical decision making and leadership CO5 – Evaluate the CSR sustainability of business decisions
Core	Personnel Management	CO1 – Identify the importance and scope of Human Resource Management/Personnel Management in an organisation CO2 – Design and implement Human Resource plans and policies CO3 – Develop an action plan for recruitment, selection and performance management CO4 – Critically evaluate the various training techniques that can be used for Human Resource Development CO5 – Explain the significance of HR Accounting and auditing , HRIS and international practices in knowledge management
Core	Organisational Behaviour	CO1 – Gain an overview of the foundations of individual behaviour CO2 – know the theories of motivation and apply to organization CO3 – Examine the causes of group behaviour and dynamics CO4 – Explain the theories and traits of leadership and transactional analysis CO5 - Handle stress and Evaluate the role of conflict management, change and development in creating organization culture and climate
Core	Labour Legislations	CO1 – Gain an overview on the emergence, core principles and judicial backdrop of labour laws

		<p>CO2 – Classify and summarise the important provisions of the laws relating to working conditions of employees</p> <p>CO3 – Demonstrate an understanding of the laws pertaining to industrial relations</p> <p>CO4 – Apply the legal provisions relating to wages and remuneration in compensation management</p> <p>CO5- Evaluate the role of laws in employee welfare and social security</p>
Elective	Accounting For Managers	<p>CO1 – Prepare final accounts of a business</p> <p>CO2 – Apply ratio analysis to interpret the liquidity, solvency and financial health of a business</p> <p>CO3 – Evaluate capital expenditure decisions and apply budgetary control</p> <p>CO4 – Gain an understanding of the elements of cost with an in-depth understanding of labour costs</p> <p>CO5 – Identify CVP relationships and break-even point for managerial decision making</p>
Elective II	Work Psychology	<p>CO1 – Understand the basics of work psychology and its role in the work place</p> <p>CO2 – Identify human attributes and abilities that impact work place behaviour</p> <p>CO3 – Formulate assessment procedures to measure cognitive abilities and personality measurements</p> <p>CO4 – Gain an understanding of the concept of organisational justice</p> <p>CO5 – Identify the role of attitudes, emotions and communication in building positive workplace</p>
Core V	Performance Management Systems	<p>CO1 – Gain an understanding of the importance and characteristics of a good performance management system</p> <p>CO2 – Design the performance management process for an organisation</p> <p>CO3 – Write down the components of performance planning</p> <p>CO4 – Explain the significance of performance review and ratings</p> <p>CO5 – Manage team performance</p>
Core	Industrial Relations And Labour Welfare	<p>CO1 – Define the fundamental concepts of Industrial Relations</p> <p>CO2 – Identify the causes and machinery for resolution of industrial disputes</p> <p>CO3 – Evaluate the changing landscape of labour relations</p> <p>CO4 – Evaluate the role of trade unions</p> <p>CO5 – Explain the meaning, scope and mechanism of collective bargaining</p>
Core	Compensation Management	<p>CO1 – Identify the components of compensation</p> <p>CO2 – Interpret the determinants of pay structure</p> <p>CO3 – Analyse the role of performance in pay and benefits</p> <p>CO4 – Explain the nuances of international compensation and compensation in special cases</p> <p>CO5 – Understand the wage system prevalent in India</p>
Core	Talent Management	<p>CO1 – Define the talent value chain and the importance of leveraging talent</p> <p>CO2 – Identify the elements and benefits of a TMS</p>

		<p>CO3 – Design a model for Talent Planning</p> <p>CO4 – Measure returns on investments in talent</p> <p>CO5 – Identify tools for talent acquisition</p>
Core	Workplace Counseling	<p>CO1 – Gain an understanding of the meaning, process and types of workplace counseling</p> <p>CO2 – Explain the history and models of workplace counseling</p> <p>CO3 – Set-up an integrated model for workplace counseling</p> <p>CO4 – Deal with specific workplace problems</p> <p>CO5 – Evaluate the role of Industrial Counseling in improving employee performance</p>
Elective	Total Quality Management	<p>CO1 – Gain an insight into the fundamentals of quality control</p> <p>CO2 – Demonstrate the use of statistical quality control</p> <p>CO3 – Determine the use of sampling in TQM</p> <p>CO4 – Identify the recent techniques for quality improvement</p> <p>CO5 – Evaluate the role of ISO and quality circles in an organisation</p>
Elective	Entrepreneurship And Family Business Management	<p>CO1 – Define the concepts fundamental to entrepreneurship</p> <p>CO2 – Demonstrate the ability to conceive a business idea and undertake the formalities to setup a business</p> <p>CO3 – Write down a business plan</p> <p>CO4 – Identify the methods of raising finance for an entrepreneurship venture</p> <p>CO5 – Explain the constitution and issues unique to family owned businesses</p>
Core	Training And Development	<p>CO1-Gain and understanding, meaning, need and significance of training</p> <p>CO2-Understand the process of training Need analysis and training</p> <p>CO3-Design and implement a training programme</p> <p>CO4-Identify the methods of evaluation of a training programme</p> <p>CO5-Explain the theories and principles of learning and the relevant technology tools</p>
Core	Human Resource Development	<p>CO1-Explain the evolution of HRD and the importance in the present context.</p> <p>CO2-Define important concepts in HRD</p> <p>CO3-Identify the importance of learning organisations</p> <p>CO4-Evaluate the HRD practices of an organisation</p> <p>CO5-Design OD interventions programmes and techniques</p>
Core	International Human Resource Management	<p>CO1-Evaluate international HRM models and their relevance to people management</p> <p>CO2-Identify the nuances of international business</p> <p>CO3-Manage an international workforce</p> <p>CO4-Understand the industrial relations in an international context</p> <p>CO5-describe HRM practices prevailing in USA ,Europe and Japan</p>
Core	Strategic HRM	<p>CO1-Define the implications of HRM in developing organisation strategy</p> <p>CO2-Prepare a detailed job analysis to identify man power gaps</p> <p>CO3-Evolve a process for succession management</p> <p>CO4-Identify the impact of mergers and acquisitions on HRP</p> <p>CO5-Critically evaluate the effectiveness of HR outsourcing and HR programmes and policies</p>

Elective	Change Management	CO1 -Defining personal change-the process and components CO2 -Evaluating the models of organisational change CO3 -Impliment change process in an organisation CO4 -Identifying the effect of organisation culture in the change management process CO5 -Drawing an action plan to consolidate change
Extra - Disciplinary Elective	Research Methodology	CO1 -Define the basics of research CO2 -Identify the appropriate research and data collection method CO3 -Apply the optimal measurement and scaling techniques CO4 -Analyse and interpret the data collected CO5 -Present the results of the research
Extra - Disciplinary Elective	Human Resource Information Systems	CO1 -Identifying the meaning, components and types of information systems CO2 -Understand the need and concepts of HRIS CO3 - identify the data requirements and data management techniques for HRIS CO4 -Implement an HRIS CO5 -Describe the concepts of HR Accounting and auditing

Programme Name: M.Com (General)

Post Graduate Programme in Commerce

Program Specific Outcomes (PSO)

PSO 1	Exhibit acute decision making skills in the areas of Accounting, Business management, Taxation and Law.
PSO 2	Collaborate with faculty to write scholarly research articles and undertake active research work
PSO 3	Apply the contextual knowledge to seek employment in fields of Chartered Accountancy, Company Secretary, Banking Sector and Business Management.
PSO 4	Equipped with managerial and entrepreneurial skills

Course Outcomes (CO)

Course Component	Course Name	Course Outcomes
Core	Advanced Financial Accounting	CO1: Analyze the various accounting concepts and methods involved in depreciation accounting and reconciliation and documentation involved in financial accounting system CO2: Evaluate the principles and procedures of accounting and their application to different practical situations and preparation of final accounts CO3: Prepare balance sheets of a non – profit organization. CO4: Prepare hire purchase accounts and single entry system in an organization. CO5: Prepare the accounting framework for a branch and various departments.
Core	Corporate Accounting	CO1: Compute various accounts prepared by the company right from inception including issue and forfeiture of shares and also have learnt to compute the liability of underwriters CO2: Assess the accounting treatment of issue and redemption of preference shares and debentures. CO3: Identify the professional standards, principles and procedures regarding preparation of final accounts of a company CO4: Compute the value of goodwill and shares under different methods and its applicability. CO5: Assess different methods of alteration of share capital and will be familiarized with the provisions relating to alteration of share capital and capital reduction.
Core	Corporate & Industrial Law	CO1: Apply the provisions and rules that regulate the companies from its formation to winding up and could aspire to take up company secretary course as their profession. CO2: Compile the legal provisions relating to Directors of a company CO3: Outline the legal provision of various enactments including Competition Act, SEBI and prevention of Money Laundering CO4: Identify the provisions related to Industrial and Labour Laws.

		CO5: Analyse the laws relating to RTI and will have a thorough understanding of procedures to obtain information under the Act.
Core	Advanced Financial Management	CO1: Assess the scope, goals and the objectives of Financial Management including the role of finance managers CO2: Prepare cash flow and fund flow statement CO3: Assimilate the concept of operating cycle and the estimation of working capital needs. CO4: Compute the “cost of Capital” that impacts the capital investments decisions for a business. CO5: Identify and execute decisions regarding capital budgeting and Financial Management
Elective	Organisational Behaviour	CO1: Identify the foundations of individual behaviour CO2: Evaluate the theories of motivation CO3: Interpret group behaviour and dynamics CO4: Explain the theories of leadership CO5: Handle stress and understand the need for organisational change and culture
Elective	Managerial Economics	CO1: Identify optimization techniques useful in managerial decision making CO2: Have a knowledge of concepts in demand, cost and production functions CO3: Identify the market type based on competition for determination of price and output CO4 : Measure the economic effects of advertising CO5: Interpret the impact of macro economic parameters on business
Core	Advanced Corporate Accounting	CO1: Compare between amalgamation, Absorption, and External reconstruction. Detail knowledge about various provisions of accounting standard for Amalgamation (AS-14) and methods of accounting for amalgamation and will be able to draft a scheme of reconstruction for the company. CO2: Prepare liquidators final statement. CO3: Prepare the final accounts of insurance and banking companies in prescribed format as per the schedules CO4: Prepare consolidated profit and loss account and Balance sheets. CO5: Identify different types of accounting including Human Resource Accounting, Social Accounting methods, Value Added Statement and Economic Value Added Statement
Core	Direct Tax Laws I	CO1: Apply the basic concepts and provisions governing the residential status of various taxable entities under the Income Tax Act CO2: Compute taxation of Salary income including retirement benefits under the IT Act CO3: Apply the provisions in computation of income from house property. CO4: Compute provisions for business and professional income CO5: Compute TDS and Advance tax along with the procedure to obtain PAN
Core	Direct Tax Laws II	CO1: Assess both short and long term Capital gains and exemptions available under the head.

		<p>CO2: Compute income from other sources</p> <p>CO3: Outline the provisions related to Aggregation of income and the provisions related to set off and carry forward.</p> <p>CO4: Utilize the various deductions allowed under the Act and the procedure to file income tax returns .</p> <p>CO5: Compile taxation procedure of various entities and assess the taxable income and the tax liability of various entities</p>
Core	Marketing Management	<p>CO1: Identify the elements of a marketing mix</p> <p>CO2: Conduct a market research to understand consumer behaviour</p> <p>CO3: Determine the basis for segmentation and targeting</p> <p>CO4: Evaluate the pricing strategies and approaches</p> <p>CO5: Formulate a distribution channel and promotion strategy for a business</p>
Elective	Quantitative Techniques For Business Decisions With Software Applications	<p>CO1: Design the basics of Operational Research and linear Programming problems</p> <p>CO2: Solve the problems on transportation and assignment</p> <p>CO3: Analyse the construction of networks including PERT, CPM and develop a network for company projects.</p> <p>CO4: Utilize Game theory</p> <p>CO5: Design decision theory under uncertainty and various criterion and take managerial decisions in unexpected situations.</p>
Elective	Entrepreneurship & Family Business Management	<p>CO1: Define the concepts fundamental to entrepreneurship</p> <p>CO2 : Demonstrate the ability to conceive a business idea and undertake the formalities to setup a business</p> <p>CO3 : Write down a business plan</p> <p>CO4 : Identify the methods of raising finance for an entrepreneurship venture</p> <p>CO5 : Explain the constitution and issues unique to family owned businesses</p>
Extra disciplinary elective	Logistics & Supply Chain Management	<p>CO1: Explain the concepts of Logistics, its types and functions</p> <p>CO2: Explain the concept of Inventory, Warehouse & Transportation Management and the role played by these functions in logistics</p> <p>CO3: Demonstrate the concept of Supply Chain, its importance, participants and its application at the global level and apply the same for various consignments in real life situations</p> <p>CO4: Assess the role played by drivers and enablers of supply chain along with its connectivity to value chain</p> <p>CO5: Evaluate the importance of outsourcing, types of outsourcing & strategies for conflict resolutions.</p>
Core	Merchant Banking and Financial Services	<p>CO1: Identify the recent developments and the functions of merchant banking</p> <p>CO2: Compile various enactments governing merchant banking including SEBI, SERA etc.</p> <p>CO3: Evaluate issue management and marketing and will be in a position to formulate suitable marketing strategies for the organization.</p> <p>CO4: Assess the concepts relating to Mergers and other financial services including leasing and hire purchase</p> <p>CO5: Demonstrate knowledge on various financial services including mutual funds, factoring and venture capital</p>

Core	Advanced Cost & Management Accounting	<p>CO1: Identify the different facets of costing, cost reconciliation, escalation in pricing</p> <p>CO2: Explain the concepts of Inventory management, its procurement, classification coding and different methods of employee costing</p> <p>CO3: Assess Overhead costing, treatment, recovery and absorption of overheads</p> <p>CO4: Identify budget and budgetary concepts, their importance in planning, different types of budgets, zero based budgeting</p> <p>CO5: Rate the importance of standard cost in any organization and also the role variance analysis as control measures in different cost components and could act as a better cost controller in any type of organization.</p>
Core	Indirect Taxation	<p>CO1: Identify the nature of tax system in India and differentiate between New tax regime and old tax regime.</p> <p>CO2: Compilation of registration process, payment and exemptions with respect to GST</p> <p>CO3: Compute Input tax credit and identify the place of supply, time of supply and valuation mechanism in GST</p> <p>CO4: Prepare documents to be maintained under GST, Filing of returns, refund mechanism , audit and appeals etc.,</p> <p>CO5: Discuss Customs Act, baggage rules and updation in customs act, changes in customs duty due to implementation GST</p>
Core	Investment Analysis & Portfolio Management	<p>CO1: Identify the requirement of individuals & state the various investment avenues available along with the sources & opportunities for foreign citizens.</p> <p>CO2: Explain the concepts and compute different types of yield, the various valuation methods in case of equity instruments along with derivatives its types & the way it differs from equities.</p> <p>CO3: Predict risk along with return & the association that exists between risk & return. Analyze the need for undertaking a Fundamental Analysis, & the results of such analysis.</p> <p>CO4: Formulate the various chart patterns and various theories associated with Technical Analysis</p> <p>CO5: Demonstrate the ways of Managing Risk & Return in case of a Portfolio, Need for analysis and its revision when required.</p>
Core	Tax Planning and Management	<p>CO1: Differentiate between the concepts of tax planning, Management, Tax evasion and avoidance.</p> <p>CO2: Select effective managerial decision for the firm</p> <p>CO3: Compile the provision related to tax incentives and export promotions and apply it in real life situation</p> <p>CO4: Explain International Taxation, double taxation relief, DTAA (Double Taxation Avoidance Agreements) and also about Tax implications in International Joint Venture</p> <p>CO5: Utilize the provisions in GST to formulate a suitable tax planning methods for the individuals and the organization.</p>
Elective	International Business	<p>CO1: Comprehend the types of international business and the recent trends in foreign investments and global business climate.</p>

		<p>CO2: Explain the concept of Balance of Payments and theories on trade investments. Design and plan for increasing the competitive capacity of any organization.</p> <p>CO3: Discuss the functioning of WTO and the tariff barriers</p> <p>CO4: Explain about world financial environment.</p> <p>CO5: Demonstrate Global Competitiveness, Export Management, Joint Ventures Technology and Global Competition</p>
Extra Disciplinary Elective	Research Methodology	<p>CO1: Define the basics of research</p> <p>CO2: Identify the appropriate research and data collection method</p> <p>CO3: Apply the optimal measurement and scaling techniques</p> <p>CO4: Analyse and interpret the data collected</p> <p>CO5: Present the results of the research</p>
Project		<p>CO1: Plan and execute independent research projects on various topics relevant to the study and publish research articles.</p> <p>CO2: Plan and develop research as their career.</p> <p>CO3: On completion of the project they could analyse the workings of the organization.</p>

Program Name: B.Com (A&F)

Under Graduate Program in Commerce with specialization in Accounting & Finance

Program Specific Outcomes (PSO)

PSO 1	Apply the knowledge of Accounting in various business domains like Auditing, Law, Portfolio Management and Financial Reporting
PSO 2	Solve complex problems in the field of Accounting and Taxation
PSO 3	Examine the correctness of accounting and the accounting procedures
PSO 4	Apply the contextual Knowledge of Accounting and Finance to seek employment in fields of Chartered Accountancy, Company Secretary, Banking Sector and Business Management

Course Outcomes (CO)

COURSE COMPONENT	COURSE	COURSE OUTCOMES
Core	Financial Accounting	CO1 Employ the basic theory, concepts and practice of financial accounting in a work environment. CO2 Prepare a BRS statement and evaluate the reasons for discrepancies CO3 Record basic accounting transactions and prepare annual financial statements CO4 Evaluate the surplus deficit of NPO and prepare its final statements. CO5 Compare and interpret the different methods of depreciation for various types of assets.
Core	Principles Of Management	CO1 –Identify the roles, skills, qualities and competencies required of a manager CO2 – Gain an in depth knowledge of importance and process of planning and decision making CO3 – Classify the types of organisation and departmentation CO4 – Evaluate the styles of leadership and its enablers CO5 – Determine the importance of control and coordination in management
Core	Advanced Financial Accounting	CO1 Assimilate the different methods of maintaining accounts of branches CO2 Allocate common expenses to the various departments and prepare the accounts CO3 Differentiate between Hire Purchase and Installment accounting

		<p>CO4 Prepare the accounts of a partnership firms based on changes in the constitution of the firm.</p> <p>CO5 Appraise the insolvency situation in a partnership firm and make a justifiable distribution of firms</p>
Core	Marketing Management	<p>CO1 Analyze the relevance of marketing concepts and theories in evaluating the impact of environmental changes on marketing planning, strategies and practices.</p> <p>CO2 Apply the conceptual frameworks, consumer behaviour theories and techniques to various marketing contexts.</p> <p>CO3 Formulate a marketing plan including marketing objectives, strategies, budgetary considerations and evaluation criteria.</p> <p>CO4 Identify and plan an organization’s marketing mix to generate better sales and profits.</p> <p>CO5 Analyze, synthesis information and derive insights related to the future developments in the field of marketing management</p>
Allied	Managerial Economics	<p>CO1 List the different goals and constraints that firms face and understand the role of manager in internal and external decision making.</p> <p>CO2 Analyse real world situations using the concepts of demand, cost, production and markets</p> <p>CO3 Apply the economic way of thinking to business decisions.</p>
Core	Corporate Accounting	<p>CO1 Compute various accounts prepared by the company right from inception including issue and forfeiture of shares and also have learnt to compute the liability of underwriters</p> <p>CO2 Assess the accounting treatment of issue and redemption of preference shares and debentures.</p> <p>CO3 Identify the professional standards, principles and procedures regarding preparation of final accounts of a company</p> <p>CO4 Compute the value of goodwill and shares under different methods and its applicability.</p> <p>CO5 Assess different methods of alteration of share capital and will be familiarized with the provisions relating to alteration of share capital and capital reduction.</p>
Core	Practical Auditing	<p>CO1 Assess the qualities required of an auditor including professional ethics and gain client’s acceptance of findings, importance of audit programme</p> <p>CO2 Appraise the significance of Verification of Assets and Liabilities</p> <p>CO3 Create a checklist of questions on how to write an audit report</p> <p>CO4 Create a checklist of questions on how to write an audit report</p> <p>CO5 Explain the need for an e-audit environment</p>

<p style="text-align: center;">Core</p>	<p style="text-align: center;">Legal System Of Business</p>	<p>CO1 Explain the influence of Indian Contract Act,1872 on Commercial Transactions.</p> <p>CO2 Apply the concepts of Sale of Goods Act,1930 on a sale contract.</p> <p>CO3 Assess the Impact of IPR on Business.</p> <p>CO4 Interpret the legal system and appropriate areas of law that affect business (Banking, Finance and Insurance Companies)</p> <p>CO5 Determine the Rights and Remedies available to the Consumers</p>
<p style="text-align: center;">Allied</p>	<p style="text-align: center;">Entrepreneur ship Development And Small Business Management</p>	<p>CO1 Analyse the various aspects of entrepreneurship for a successful business venture.</p> <p>CO2 Assess the risk and the specificities, as well as the pattern of entrepreneurship development and, finally to contribute to their entrepreneurial and managerial potentials.</p> <p>CO3 Evaluate the steps for setting up a business</p> <p>CO4 Compare the professional and family entrepreneurs strategies</p> <p>CO5 Prepare a feasible B Plan detailing the entire process</p>
<p style="text-align: center;">Core</p>	<p style="text-align: center;">Advanced Corporate Accounting</p>	<p>CO1 Differentiate between amalgamation, Absorption, and External reconstruction. Detail knowledge about various provisions of accounting standard for Amalgamation (AS-14) and methods of accounting for amalgamation and will be able to draft a scheme of reconstruction for the company.</p> <p>CO2 Prepare final statement of accounts which will enable them to prepare the same for a company.</p> <p>CO3 Prepare of the final accounts of insurance and banking companies in prescribed format as per the schedules may apply the same in practice when they take up job in insurance companies and banks</p> <p>CO4 Prepare consolidated profit and loss account and Balance sheets.</p> <p>CO5 Prepare liquidators final statement.</p>
<p style="text-align: center;">Core</p>	<p style="text-align: center;">International Trade</p>	<p>CO1 Differentiate between International trade and domestic trade, influences of various theories of trade.</p> <p>CO2 Assess the impact of rate of exchange on international trade.</p> <p>CO3 Evaluate the impact of various trade policies on an organization's international business opportunities.</p> <p>CO4 They will be able to evaluate the impact of statutory and regulatory compliance of various International organisations and integrative trade initiatives at International level by these organisations.</p> <p>CO5 Assess India's foreign trade position.</p>

Core	Company Law	<p>CO1 Describe the formation, management and other activities of the companies</p> <p>CO2 List the important regulations pertaining to the issue of shares and the capital raising</p> <p>CO3 Differentiate between the rights, duties and powers of a shareholder and debenture holder</p> <p>CO4 Explain the intricacies involved in the management and administration of a company</p> <p>CO5 Explain the different modes of winding up of a public company and Consequences of winding up</p>
Core	Elements Of Cost Accounting	<p>CO1 Explain the concept and role of cost accounting in the business management of manufacturing and non-manufacturing companies , the relationships between cost and financial accounting and also prepare production cost statement and tenders and quotation</p> <p>CO2 Value Stock and calculate labor costs and records them under different methods</p> <p>CO3 Solve problems under different methods of costing.</p> <p>CO4 Identify and know the impact of various cost overheads and their management.</p> <p>CO5 Prepare the procedure of process costing and service sector costing.</p>
Core	Income Tax Law And Practice-I	<p>CO1 Define essential concepts of income tax , Residential status and also income exempt from tax</p> <p>CO2 Calculate the salary income of an individual</p> <p>CO3 Compute income from House Property</p> <p>CO4 Assess the income from various investments</p> <p>CO5 Interpret various deductions under various sections.</p>
Core	Financial Reporting	<p>CO1 Apply procedural aspects of Indian Accounting Standards.</p> <p>CO2 Apply various accounting standards in real time situations</p> <p>CO3 Read IND AS Financial statements and assess the difference from the current framework.</p> <p>CO4 Develop the financial reporting procedure for financial institution.</p> <p>CO5 Integrate the latest developments in Financial Reporting into the Financial Statements</p>
Core	Income Tax Law And Practice II	<p>CO1 Calculate the taxable business income</p> <p>CO2 Compute capital gains and deductions under sec 54</p> <p>CO3 Set off and carry forward the incomes under various heads</p> <p>CO4 Claim deductions under various sections.</p> <p>CO5 Calculate the individual taxable income under various heads</p>

<p style="text-align: center;">Elective</p>	<p style="text-align: center;">Stock And Commodity Trading</p>	<p>CO1 Explain the functioning of the Primary market CO2 Evaluate the importance of the secondary market and how it integrates with the primary market CO3 Perform the online trending mechanisms CO4 Assess the settlement procedure CO5 Explain the working of the commodity trading procedures and practices</p>
<p style="text-align: center;">Core</p>	<p style="text-align: center;">Elements Of Management Accounting</p>	<p>CO1 Create and interpret financial statements CO2 Interpret cash and fund flow statements CO3 Apply management accounting concepts and techniques in decision making CO4 Apply the concepts of budgeting in a business decision-making context CO5 Analyse and calculate the various cost related and sales variance</p>
<p style="text-align: center;">Core</p>	<p style="text-align: center;">Financial Management</p>	<p>CO1 Assess the scope, goals and the objectives of Financial Management including the role of finance managers CO2 Prepare cash flow and fund flow statement CO3 Assimilate the concept of operating cycle and the estimation of working capital needs. CO4 Compute the “cost of Capital” that impacts the capital investments decisions for a business. CO5 Identity and execute decisions regarding capital budgeting and Financial Management</p>
<p style="text-align: center;">Core</p>	<p style="text-align: center;">Business Taxation</p>	<p>CO1 Identify the nature of tax system in India and differentiate between New tax regime and old tax regime. CO2 Compile of registration process, payment and exemptions with respect to GST CO3 Compute Input tax credit and identify the place of supply, time of supply and valuation mechanism in GST CO4 Prepare documents to be maintained under GST, Filing of returns, refund mechanism , audit and appeals etc., CO5 Discuss Customs Act, baggage rules and updation in customs act, changes in customs duty due to implementation GST</p>
<p style="text-align: center;">Core</p>	<p style="text-align: center;">Security Analysis And Portfolio Management</p>	<p>CO1 Evaluate the various alternatives available for investment. CO2 Explain the structure of the capital market CO3 Apply different valuation models to evaluate fixed income securities, stocks, and how to use different derivative securities to manage their investment risks. CO4 Construct a portfolio of investments and evaluate the portfolio CO5 Assess the performance and revise the portfolio</p>

<p>Non-Major Electives</p>	<p>Personal Portfolio</p>	<p>CO1 Evaluate the importance of one’s self-image. CO2 Design a plan to achieve self-development with a clear frame work. CO3 Enumerate the power of personal style. CO4 Develop strategies for personal professionalism. CO5 Design the process of building self-confidence, self-belief and personal power.</p>
<p>Choice Based Elective</p>	<p>Database Management And Analysis Using Spread Sheets</p>	<p>CO1 Working knowledge on Microsoft Excel. CO2 Make Data entry, formatting, tabulation, data validation and variety of formulae available. CO3 Generate reports through graphs, charts, pivot tables, etc. CO4 Solve complex problems with super power functions CO5 Conversion of raw data into pivot tables to aid decision making. CO6 Apply a wide range of reference functions and derive conclusions.</p>
<p>Inter Disciplinary Elective</p>	<p>Personal Investment Portfolio</p>	<p>CO1 Explain and define the nature of the financial services industry with respect to providing personal financial planning services and compare those services with those provided by professional planners CO2 Describe and execute the steps in developing a financial plan CO3 Evaluate the current trends in personal financial planning.</p>
<p>Inter Disciplinary Elective</p>	<p>Hospitality Management</p>	<p>CO1 Identify the role of hospitality Managers CO2 Assess the structure of hospitality management under different sectors CO3 List out the functions of hospitality and their inter relationship.</p>
<p>Inter Disciplinary Elective</p>	<p>Consumer Awareness Education</p>	<p>CO1 Explore consumer rights and responsibilities CO2 Differentiate between types of consumers CO3 Assess the need to file a case as a consumer and evaluate the response mechanism CO4 Explain the functions of redressal agencies CO5 Highlight the CSR initiatives that can be undertaken by corporates</p>
<p>Choice Based Elective</p>	<p>U- Commerce</p>	<p>CO1 Define the basic features of U-Commerce CO2 Apply Big Data and Digital Dashboards in a simulated environment CO3 Apply digital marketing and advertising tools. CO4 Explain the process of startup Guides CO5 Map the inter-dependence of technology in day to day life.</p>

Program Name: B.Com (MM)

**Under Graduate Program in Commerce with specialization in
Marketing Management**

Program Specific Outcomes (PSO)

PSO 1	Formulate and design marketing campaigns in the four key dimensions of marketing – Internal, Integrated, Relationship and Performance Marketing.
PSO 2	Analyse the impact of changing global, political, economic and socio cultural systems in the marketing environment.
PSO 3	Apply universal marketing tools for developing a marketing campaign and for addressing global marketing issues.
PSO 4	Exhibit higher order skills to manage the marketing, sales, advertising, integrated marketing communication and customer relationship related activities of an organization.

Course Outcomes (CO)

Course Component	Course	Course Outcomes
Core	Financial Accounting	CO1 : Discuss the basic theory, concepts and practice of financial accounting in a work environment. CO2 : Prepare a Bank Reconciliation Statement and evaluate the reasons for discrepancies CO3 : Record basic accounting transactions and prepare annual financial statements CO4 : Evaluate the surplus deficit of Non-Profit Organizations and prepare its final statement of accounts. CO5 : Compare and interpret the different methods of depreciation for various types of assets.
Core	Principles Of Management	CO1 : Identify the roles, skills, qualities and competencies required of a manager CO2 : Gain an in depth knowledge of importance and process of planning and decision making CO3 : Classify the types of organisation and departmentation CO4 : Evaluate the styles of leadership and its enablers CO5 : Determine the importance of control and coordination in management
Allied	Statistics	CO1 : Understand the methods of Classification and utilize them for effective presentation. Use measures of central tendency for analysis and interpretation of data. CO2 : Apply the concepts of correlation and regression in analysis and interpretation. CO3 : Arrive at inferences employing appropriate statistical tools in survey based / real time projects.

		<p>CO4 : Understand the different methods available to predict the trend values using the components of time series analysis.</p> <p>CO5 : Compare the present and past scenario using the principles of index numbers.</p>
Core	Advanced Financial Accounting	<p>CO1 : Discuss the different methods of maintaining accounts of branches</p> <p>CO2 : Allocate common expenses to the various departments and thus prepare the accounts</p> <p>CO3 : Differentiate between Hire Purchase and Installment accounting</p> <p>CO4 : Prepare the accounts of a partnership firms based on changes in the constitution of the firm.</p> <p>CO5 : Appraise the insolvency situation in a partnership firm and make a justifiable distribution of firms</p>
Core	Marketing Management	<p>CO1 : Analyze the relevance of marketing concepts and theories in evaluating the impact of environmental changes on marketing planning, strategies and practices.</p> <p>CO2 : Apply the conceptual frameworks, consumer behaviour theories and techniques to various marketing contexts.</p> <p>CO3 : Formulate a marketing plan including marketing objectives, strategies, budgetary considerations and evaluation criteria.</p> <p>CO4 : Identify and plan an organization's marketing mix to generate better sales and profits.</p> <p>CO5 : Analyze, synthesis information and derive insights related to the future developments in the field of marketing management</p>
Allied	Managerial Economics	<p>CO1 : Define the different economics concepts in decision making and elaborate the objectives of modern business firm.</p> <p>CO2 : Explain and graphically illustrate cardinal and ordinal utility demand, elasticity and supply</p> <p>CO3 : Define, explain and establish relationship between short run production function, long run production function, short run cost function and long run cost functions</p> <p>CO4 : Distinguish between the various forms of market and firm equilibrium, Also</p> <p>CO 5 : Evaluate Different methods of pricing</p>
Non Major Elective	Entertainment Management	<p>CO1 : Apply the theory of entertainment management in the real industry.</p> <p>CO2 : Demonstrate skills in business disciplines connected with the entertainment field, including finance, accounting and marketing.</p> <p>CO3 : Synthesize and evaluate the various theories and levels of management, best practices, and entertainment industry standards.</p>

		<p>CO4 : Develop, refine and appraise the understanding of legal and ethical issues in the entertainment business practices.</p> <p>CO5 : Formulate and develop a plan for managing an entertainment event.</p>
Core	Corporate Accounting	<p>CO1 : Compute various accounts prepared by the company right from inception including issue and forfeiture of shares and also have learnt to compute the liability of underwriters</p> <p>CO2 : Assess the accounting treatment of issue and redemption of preference shares and debentures.</p> <p>CO3 : Identify the professional standards, principles and procedures regarding preparation of final accounts of a company</p> <p>CO4 : Compute the value of goodwill and shares under different methods and its applicability.</p> <p>CO5 : Assess different methods of alteration of share capital and will be familiarized with the provisions relating to alteration of share capital and capital reduction.</p>
Core	Legal Systems Of Business	<p>CO1 : Explain the influence of Indian Contract Act,1872 on Commercial Transactions.</p> <p>CO2 : Apply the concepts of Sale of Goods Act,1930 on a sale contract.</p> <p>CO3 : Assess the Impact of IPR on Business.</p> <p>CO4 : Analyse the legal system and appropriate areas of law that affect business (Banking, Finance and Insurance Companies)</p> <p>CO5 : Determine the Rights and Remedies available to the Consumers</p>
Core	Sales And Distribution Management	<p>CO1 : Identify diverse variables affecting the sales & distribution function</p> <p>CO2 : Formulate strategies to effectively manage a company's sales operations, distribution channels, Logistics and Supply Chain Management.</p> <p>CO3 : Recognize and demonstrate the significant responsibilities of sales person as a key individual in the sales cycle.</p> <p>CO4 : Recognize various aspects of strategic sales management and sales planning.</p> <p>CO5 : Outline ways of managing channel conflicts and comprehend the way in which services use marketing channels.</p>
Allied	Entrepreneurship Development And Small Business Management	<p>CO1 : Narrate the meaning, factors, qualities, functions and types of entrepreneurship</p> <p>CO2 : Know the parameters to assess the opportunities and constraints for New Business Ideas</p> <p>CO3 : Determine the nuances involved in setting up a business</p> <p>CO4 : Explain the concept of family business management</p>

		CO5 : Prepare and implement a B Plan
Choice Based Elective	Sports Marketing	<p>CO1 : Examine the sports marketing environment and trends influencing marketers.</p> <p>CO2 : Develop a diverse set of fundamental marketing principles and skills to organize a sporting event.</p> <p>CO3 : Develop skills that are necessary for effective communication and management in today’s sports industry.</p> <p>CO4 : Demonstrate adequate knowledge and competencies needed to manage sports professionals.</p> <p>CO5 : Apply technological tools for strategic decision making in sports.</p>
Core	Creative Advertising	<p>CO1 : Examine the role of advertising in an organization’s marketing process.</p> <p>CO2 : Develop and evaluate creative advertising strategies in the light of given marketing objectives.</p> <p>CO3 : Develop skills to operate as an advertising professional in advertising agency.</p> <p>CO4 : Devise appropriate advertising budgets specific to the organization’s financial capacity.</p> <p>CO5 : Identify the various perspectives concerning the social, ethical and legal aspects of advertising.</p> <p>CO6 : Plan and formulate an advertising campaign for different media formats.</p>
Core	International Trade	<p>CO1 : Differentiate between International trade and domestic trade, influences of various theories of trade.</p> <p>CO2 : Assess the impact of rate of exchange on international trade.</p> <p>CO3 : Evaluate the impact of various trade policies on an organization's international business opportunities.</p> <p>CO4 : Analyse the impact of statutory and regulatory compliance of various International organizations and integrative trade initiatives at International level by these organizations.</p> <p>CO5 : Assess India’s foreign trade position.</p>
Core	Retail Marketing	<p>CO1 : Examine the role of the key drivers of retail change with the advancement of technology</p> <p>CO2 : Explain the complexity of retail channels (store and non-store) used as alternative routes to market, and evaluate the merits of alternative strategies for different types of retail business.</p> <p>CO3 : Develop an elementary retail strategy for a specific target market, which includes value chain engineering, location, tenant mix, layout/design and visual merchandising.</p>

		<p>CO4 : Identify the key elements in planning, managing, and executing the retail marketing mix as they relate to the product, price, distribution, and promotion.</p> <p>CO5 : Appraise the importance of supply chain management as key components of an organization's strategic plan and to optimize the value to customers, markets, and other stakeholders through the application of standard Supply Chain frameworks.</p> <p>CO6 : Apply digital marketing as a tool for e-tailing</p>
Allied	Brand Management	<p>CO1 : Explain the nature and processes of branding and brand management.</p> <p>CO2 : Formulate branding strategies for the sustainability of a new or established brand.</p> <p>CO3 : Develop positioning and communication strategies of a brand</p> <p>CO4 : Evaluate and measure brand equity and brand performance</p> <p>CO5 Appraise the key issues in managing a brand portfolio and making strategic brand decisions.</p>
Inter Disciplinary Elective	Tourism Management	<p>CO1 : Explain the evolution, scope, importance, types and characteristics of tourism management as a discipline of study.</p> <p>CO2 : Describe and outline the most significant trend taking place within the field of tourism marketing</p> <p>CO3 : Contextualize tourism within broader cultural, environmental, political and economic dimensions of society.</p> <p>CO4 : Describe the roles of tourist agencies, organizations and Government departments in planning and development of tourism in India.</p> <p>CO5 : Formulate and create marketing strategies for tourism destinations and organizations.</p>
Core	Elements Of Cost Accounting	<p>CO1 : Explain the concept and role of cost accounting in the business management of manufacturing and non-manufacturing companies , the relationships between cost and financial accounting and also to prepare production cost statement and tenders and quotation</p> <p>CO2 : Value Stock and calculate labor costs and records them under different methods</p> <p>CO3 : Compute the apportionment of overheads under various methods</p> <p>CO4 : Discuss the various methods of costing and their applicability to business.</p> <p>CO5 : Prepare the procedure of process costing and service sector costing.</p>

<p style="text-align: center;">Core</p>	<p style="text-align: center;">Marketing Research And Consumer Behaviour</p>	<p>CO1 : Analyze and discuss central issues in the area of marketing research.</p> <p>CO2 : Construct research instruments for conducting simple survey based research.</p> <p>CO3 : Explain various facets of Consumer Behaviour concepts, theories and their application in the current business environment.</p> <p>CO4 : Demonstrate an understanding of the theoretical framework of consumer behaviour, identify key concepts and relate to issues of scientific legitimacy.</p> <p>CO5 : Plan and execute a research project by using a range of research skills to assess the consumer decision-making process.</p>
<p style="text-align: center;">Core</p>	<p style="text-align: center;">Services Marketing</p>	<p>CO1 : Identify the elements of the extended marketing mix for services and the relationships among customer satisfaction, service quality and individual service encounters</p> <p>CO2 : Develop and read blueprints of various services industries.</p> <p>CO3 : Devise and layout strategies for matching supply and demand through shifting demand to match capacity or adjusting capacity to meet demand.</p> <p>CO4 : Develop strategies for managing waiting lines when capacity and demand cannot be aligned.</p> <p>CO5 : Formulate a successful gap strategy to close quality gaps in services according to the 5 key dimensions of the RATER model.</p>
<p style="text-align: center;">Core</p>	<p style="text-align: center;">Integrated Marketing Communication</p>	<p>CO1 : Explain the basic elements of the communication process and the role of communication in marketing</p> <p>CO2 : Apply a range of marketing information to develop, plan and manage a complete Integrated Marketing Communication campaign.</p> <p>CO3 : Develop and implement appropriate media strategies for an IMC campaign.</p> <p>CO4 : Identify the role of IMC promotional tools and its effects on consumer behaviour and competition.</p> <p>CO5 : Examine the problems marketers encounter in developing an IMC program.</p>
<p style="text-align: center;">Elective</p>	<p style="text-align: center;">Digital Marketing</p>	<p>CO1 : Explore the types of digital and social media marketing</p> <p>CO2 : Overview of content marketing and blog writing</p> <p>CO3 : Identifying the role of social media in business</p> <p>CO4 : Application of social media marketing tools and analytics</p> <p>CO5 : Designing a digital advertisement</p>

<p style="text-align: center;">Core</p>	<p style="text-align: center;">Elements Of Management Accounting</p>	<p>CO1: Analysis and interpretation of financial statements CO2: Analysis of Ratios for decision making CO3: Interpret Cash and Fund Flow Statements CO4: Application of the concepts of budgeting and marginal costing in a business decision-making context. CO5: Analyze and calculate the various cost and sales variances.</p>
<p style="text-align: center;">Core</p>	<p style="text-align: center;">International Marketing</p>	<p>CO1 : Examine the role of international marketing in a firm from a holistic perspective. CO2 : Apply basic international marketing theories and concepts to understand the international environment. CO3 : Plan and create a marketing program for international product launch and expansion. CO4 : Develop the knowledge in understanding the diversity of international markets and the range of political, economic, cultural, technological and competitive environmental influences bearing upon them. CO5 : Identify, analyse, and evaluate data, information, and evidence related to international business opportunities and threats relevant in the current world.</p>
<p style="text-align: center;">Core</p>	<p style="text-align: center;">Business Taxation</p>	<p>CO1 : Identify the nature of tax system in India and differentiate between New tax regime and old tax regime. CO2 : Compile of registration process, payment and exemptions with respect to GST CO3 : Compute Input tax credit and identify the place of supply, time of supply and valuation mechanism in GST CO4 : Prepare documents to be maintained under GST, Filing of returns, refund mechanism , audit and appeals etc., CO5 : Discuss Customs Act, baggage rules and updation in customs act, changes in customs duty due to implementation GST</p>
<p style="text-align: center;">Core</p>	<p style="text-align: center;">Rural Marketing</p>	<p>CO1 : Explain fundamental rural marketing concepts adopted in India. CO2 : Classify different parameters for rural market segmentation. CO3 : Identify the factors that affect a rural consumers purchase decision, lifestyle and shopping habits CO4 : Plan and develop the rural marketing process through a workable rural marketing model CO5 : Apply Information Technology for enabling and empowering rural consumers and marketers.</p>

Program Name: B.Com (CS)

**Undergraduate Program in Commerce with specialization in
Corporate Secretaryship**

Program Specific Outcomes (PSO)

PS01	Analyze varying trends in the field of Accounting, Taxation and Company Law & Secretarial Practice exercising Corporate Due Diligence.
PS02	Apply knowledge gained through Institutional training in real time corporate situations.
PS03	Prepare for professional courses relating to Company Secretaryship and Law.
PS04	Demonstrate skills of Drafting various Deeds, Petitions and Trade related Agreements.

Course Outcomes (CO)

Course Component	Course	Course Outcomes
Core	Financial Accounting	CO1 : Discuss the basic theory, concepts and practice of financial accounting in a work environment. CO2 : Prepare a Bank Reconciliation Statement and evaluate the reasons for discrepancies. CO3 : Record basic accounting transactions and prepare annual financial statements. CO4 : Evaluate the surplus deficit of Non-Profit Organizations and prepare its final statement of accounts. CO5 : Compare and interpret the different methods of depreciation for various types of assets.
Core	Principles of Management	CO1 : Identify the roles, skills, qualities and competencies required of a manager. CO2 : Gain an in depth knowledge of importance and process of planning and decision making. CO3 : Classify the types of organisation and departmentation. CO4 : Evaluate the styles of leadership and its enablers. CO5 : Determine the importance of control and coordination in management.
Allied	Statistics	CO1 : Understand the methods of Classification and utilize them for effective presentation. Use measures of central tendency for analysis and interpretation of data. CO2 : Apply the concepts of correlation and regression in analysis and interpretation. CO3 : Arrive at inferences employing appropriate statistical tools in survey based / real time projects. CO4 : Understand the different methods available to predict the trend values using the components of time series analysis.

		<p>CO5 : Compare the present and past scenario using the principles of index numbers.</p>
Core	<p>Advanced Financial Accounting</p>	<p>CO1 : Discuss the different methods of maintaining accounts of branches. CO2 : Allocate common expenses to the various departments and prepare the accounts. CO3 : Differentiate between Hire Purchase and Installment accounting. CO4 : Prepare the accounts of a partnership firms based on changes in the constitution of the firm. CO5 : Appraise the insolvency situation in a partnership firm and make a justifiable distribution of firms.</p>
Core	<p>Marketing Management</p>	<p>CO1 : Analyze the relevance of marketing concepts and theories in evaluating the impact of environmental changes on marketing planning, strategies and practices. CO2 : Apply the conceptual frameworks, consumer behaviour theories and techniques to various marketing contexts. CO3 : Formulate a marketing plan including marketing objectives, strategies, budgetary considerations and evaluation criteria. CO4 : Identify and plan an organization’s marketing mix to generate better sales and profits. CO5 : Analyze, synthesis information and derive insights related to the future developments in the field of marketing management</p>
Allied	<p>Managerial Economics</p>	<p>CO1 : Define the different economic concepts in decision making and elaborate the objectives of modern business firm. CO2 : Explain and graphically illustrate cardinal and ordinal utility demand, elasticity and supply. CO3 : Define, explain and establish relationship between short run production function, long run production function, short run cost function and long run cost functions. CO4 : Distinguish between the various forms of market and firm equilibrium. CO5 : Evaluate Different methods of pricing.</p>
Core	<p>Corporate Accounting</p>	<p>CO1 : Compute various accounts prepared by the company right from inception including issue and forfeiture of shares and also have learnt to compute the liability of underwriters. CO2 : Assess the accounting treatment of issue and redemption of preference shares and debentures. CO3 : Identify the professional standards, principles and procedures regarding preparation of final accounts of a company. CO4 : Compute the value of goodwill and shares under different methods and its applicability. CO5 : Assess different methods of alteration of share capital and will be familiarized with the provisions relating to alteration of share capital and capital reduction.</p>
Core	<p>Practical Auditing</p>	<p>CO1 : Assess the qualities required of an auditor including professional ethics and gain client’s acceptance of findings, importance of audit programme.</p>

		<p>CO2 : Explain the importance of vouching.</p> <p>CO3 : Discuss the significance of Verification of Assets and Liabilities.</p> <p>CO4 : Discuss the provisions for appointment of auditors and create a checklist of questions on how to write an audit report.</p> <p>CO5 : Explain the need for an e-audit environment.</p>
Core	Legal System of Business	<p>CO1 : Explain the influence of Indian Contract Act,1872 on Commercial Transactions.</p> <p>CO2 : Apply the concepts of Sale of Goods Act,1930 on a sale contract.</p> <p>CO3 : Assess the Impact of IPR on Business.</p> <p>CO4 : Analyze the legal system and appropriate areas of law that affect business(Banking, Finance and Insurance Companies)</p> <p>CO5 : Outline the Rights and Remedies available to the Consumers.</p>
Allied	Entrepreneurship Development and Small Business Management	<p>CO1 : Narrate the meaning, factors, qualities, functions and types of entrepreneurship.</p> <p>CO2 : Know the parameters to assess the opportunities and constraints for New Business Ideas.</p> <p>CO3 : Determine the nuances involved in setting up a business.</p> <p>CO4 : Explain the concept of family business management.</p> <p>CO5 : Prepare and implement a B Plan.</p>
Choice Based Elective	Legal Advocacy	<p>CO1 : List the procedure to file a law suit.</p> <p>CO2 : Explain the framework of constitution of India.</p> <p>CO3 : Explain the code of civil procedure and Essential commodity Act, 1995.</p> <p>CO4 : Apply the law relating to registration of document and consequences of Non-registration in real life situations.</p> <p>CO5 : Discuss the Right to information Act, 2005</p>
Core	Advanced Corporate Accounting	<p>CO1 : Differentiate between amalgamation, Absorption, and External reconstruction. Detail knowledge about various provisions of accounting standard for Amalgamation (AS-14) and methods of accounting for amalgamation and will be able to draft a scheme of reconstruction for the company.</p> <p>CO2 : Prepare Liquidator's final statement of accounts</p> <p>CO3 : Preparation of the final accounts of insurance and banking companies in prescribed format as per the schedules may apply the same in practice when they take up job in insurance companies and banks</p> <p>CO4 : Prepare consolidated profit and loss account and Balance sheets of Banking companies.</p> <p>CO5 : Preparation of Consolidated Balance Sheet as per AS-21.</p>
Core	International Trade	<p>CO1 : Differentiate between International trade and domestic trade, influences of various theories of trade.</p> <p>CO2 : Assess the impact of rate of exchange on international trade.</p> <p>CO3 : Evaluate the impact of various trade policies on an organization's international business opportunities.</p> <p>CO4 : Analyse the impact of statutory and regulatory compliance of various International organizations and integrative trade initiatives at International level by these organizations.</p>

		CO5 : Assess India's foreign trade position.
Core	Company Law & Secretarial Practice	CO1 : Explain provisions of Companies Act 2013 relating to Definition, Features, kinds of Company and the concept of Corporate Veil. CO2 : Define a Company Secretary and his Role. CO3 : Write down the documents required for the Incorporation of a company and the role of Secretary. CO4 : Outline the kinds of capital and procedures relating to Rights and Bonus issue. CO5 : Compare and contrast members and shareholders and describe the Secretarial procedure involved in the allotment of shares.
Allied	Drafting & conveyancing	CO1 : Explain the principles of drafting and conveyancing with the basic requirements to formulate all kinds of deeds. CO2 : Describe the procedure of Drafting different kinds of deeds. CO3 : Demonstrate and draft various Trade Related Agreements. CO4 : Prepare documents relating to Company meetings. CO5 : Draft petitions and applications before the Company Law Courts.
Inter Disciplinary Elective	Emotional Intelligence	CO1 : Explain the relationship between interpersonal skills, emotions and behavior to inspire high performance. CO2 : Evaluate the development of self awareness and self management of personal emotion. CO3 : Recognize emotions in others, responding to those emotions in order to inspire high performance. CO4 : Apply emotionally Intelligent mindfulness practice while experiencing negative traits CO5 : categorize personal strengths and weakness.
Core	Elements of Cost Accounting	CO1 : Explain the concept and role of cost accounting in the business management of manufacturing and non-manufacturing companies , the relationships between cost and financial accounting and also prepare production cost statement and tenders and quotation. CO2 : Value the stock and calculate labor costs and records them under different methods. CO3 : Compute the apportionment of overheads under various methods. CO4 : Discuss the various methods of costing and their applicability to business. CO5 : Prepare the procedure of process costing and service sector costing.
Core	Income Tax Law and Practice-I	CO1 : Define essential concepts of income tax , Residential status and also income exempt from tax CO2 : Calculate the salary income of an individual CO3 : Compute income from House Property CO4 : Assess the income from various investments CO5 : Identify various deductions under various sections.
Core	Management and Administration of companies	CO1 : Assess the borrowing power of a company and identify the secretarial procedure relating to payment of dividends. CO2 : Elaborate different kinds of meetings in a company and discuss the powers and duties of chairman of a meeting. CO3 : Discuss the qualification, appointment , Powers duties of a director and differentiate between Managing Director and a manager

		<p>CO4 : Explain the role of National Company Law Tribunal and Corporate Insolvency Resolution process.</p> <p>CO5 : Discuss the importance of Corporate Governance and its challenges.</p>
Core	Income Tax Law and Practice II	<p>CO1 : Calculate the taxable business income</p> <p>CO2 : Compute capital gains and deductions under sec 54</p> <p>CO3 : Set off and carry forward the incomes under various heads</p> <p>CO4 : Claim deductions under various sections.</p> <p>CO5 : Calculate the individual taxable income under various heads</p>
Elective	Institutional Training	<p>CO1 : Apply the theoretical knowledge in the corporate world.</p> <p>CO2 : Identify and acquaint with different departments of the company.</p> <p>CO3 : Formulate an extensive report on the job performed by the candidate for the evaluation.</p>
Core	Elements of Management Accounting	<p>CO1 : Analysis and interpretation of financial statements</p> <p>CO2 : Analysis of Ratios for decision making</p> <p>CO3 : Interpret Cash and Fund Flow Statements</p> <p>CO4 : Application of the concepts of budgeting and marginal costing in a business decision-making context.</p> <p>CO5 : Analyze and calculate the various cost and sales variances.</p>
Core	Financial Management	<p>CO1 : Discuss the scope, goals and the objectives of Financial Management including the role of finance managers</p> <p>CO2 : Compute the “Cost of Capital” that impacts the capital structure decisions for a business.</p> <p>CO3 : Discuss the various Dividend theories.</p> <p>CO4 : Assimilate the concept of operating cycle and the estimation of working capital needs.</p> <p>CO5 : Identify and execute decisions regarding capital budgeting and Financial Management.</p>
Core	Business Taxation	<p>CO1 : Identify the nature of tax system in India and differentiate between New tax regime and old tax regime.</p> <p>CO2 : Compile of registration process, payment and exemptions with respect to GST</p> <p>CO3 : Identify the place of supply, time of supply, valuation mechanism in GST and compute Input tax credit</p> <p>CO4 : Prepare documents to be maintained under GST, Filing of returns, refund mechanism , audit and appeals etc.,</p> <p>CO5 : Discuss Customs Act, baggage rules and updation in customs act, changes in customs duty due to implementation GST</p>
Core	Corporate Due Diligence	<p>CO1 : Explain the impact, factors and types of Corporate Due Diligence</p> <p>CO2 : Outline the provisions of SEBI relating to Due Diligence on issue of various types of Securities.</p> <p>CO3 : List out types of Depository receipts and Due Diligence for the same.</p> <p>CO4 : Analyze Due Diligence on Mergers and Amalgamations and the impact of Due Diligence on valuation.</p> <p>CO5 : Create the format of Due Diligence report and describe the significance of Corporate Compliance Management.</p>

Program Name: B.Com (Honours)

Under Graduate Honours Program in Commerce

Program Specific Outcomes (PSO)

PSO1	Apply higher order accounting concepts and principles
PSO2	Exhibit skills related to problem solving and critical thinking in areas of accounting, auditing, taxation, law, financial management and insurance.
PSO3	Apply the contextual Knowledge of Accounting and Finance to seek employment in fields of Chartered Accountancy, Company Secretary, Banking Sector and Business Management

Course Outcomes (CO)

Course Component	Course	Course Outcomes
Core	Introductory Accounting	CO1: Explain the basic principles and conventions of accounting and its relevance to accounting standards and to prepare the basic accounting process CO2: Evaluate the reasons for discrepancy between pass book and cash book and thus prepare the bank reconciliation statement. Assess the inventory valuation process. Prepare the books of accounts for depreciable assets CO3 : Prepare the accounts for special transactions CO4: Preparation of accounts in situations of changes in the constitution of a partnership firm CO5: Prepare the books of accounts on issue, forfeiture and reissue of shares and debentures and redemption of preference shares
Core	Business Laws	CO1: Explain the provisions of the Indian Contract Act of 1872 and its applications CO2: Describe special contracts CO3: Explain the provisions of the Sale of Goods Act of 1930 CO4: Evaluate the relevance of the Indian Partnership Act of 1932 CO5: Assess the importance of Contract of agencies
Core	Business Economics	CO1: Explain core economic terms, concepts, and theories of Business Economics. CO2: Apply the different concepts of demand and supply in consumer behaviour CO3: Differentiate between the factors of production and its impact on producer's equilibrium. Differentiate between various types of costs. CO4: Describe the functioning of various forms of markets and evaluate the determination of price in these markets CO5 : Assess the importance of business cycles, its features and its causes

Core	Mathematics And Statistics	<p>CO1: Apply the concepts of ratio, proportions and logarithms in real life situations. Compare the present and past scenario using the principles of index numbers.</p> <p>CO2: Differentiate between Simple, compound interest calculations and Annuity Calculation, its applications in evaluating the EMI amortisation etc. Apply the concept of sequence and series</p> <p>CO3: Apply the concept of Differential and Integral Calculus in economics</p> <p>CO4: Apply the concepts of correlation and regression in analysis and interpretation. Arrive at inferences employing appropriate statistical tools in survey based / real time projects.</p> <p>CO5: Use probability techniques in solving mathematical problems.</p> <p>Apply the various statistical tools and sampling techniques in research studies.</p>
Core	Business Accounting	<p>CO1: Apply the accounting concepts, tools and techniques in Business Organizations.</p> <p>CO2: Prepare the accounts from incomplete records. Use AS13 for valuing current and long term investments</p> <p>CO3: Distinguish between Hire purchase and Instalments Accounting Systems</p> <p>CO4: Assimilate the different methods of maintaining accounts of branches. Allocate common expenses to the various departments and prepare the accounts</p> <p>CO5: Appraise the insolvency situation in a partnership firm and address issues related to sale and conversion of a company.</p>
Core	Cost Accounting	<p>CO1: Explain the concept and role of cost accounting in the business management of manufacturing and non-manufacturing companies, the relationships between cost and financial accounting and also prepare production cost statement, tenders and quotation. Value stock and explain the procurement procedures.</p> <p>CO2: Calculate labor costs and record them under different methods. Evaluate the reasons for employee turnover.</p> <p>CO3: Identify and know the impact of various cost overheads and their management.</p> <p>CO4: Solve problems under different methods of costing.</p> <p>CO5: Prepare the procedure of process costing and service sector costing.</p>
Core	Management Accounting	<p>CO1: Interpret and analyse the financial statements</p> <p>CO2 : Apply the concepts of budgeting in business decision-making context</p> <p>CO3 : Analyse and calculate the various cost related and sales variance</p> <p>CO4 : Apply marginal costing techniques in decision making</p> <p>CO5: Evaluate the various methods of cost management and resource planning</p>

Core	Industrial Laws	<p>CO1 :Interpret the provisions of the General Clauses Act 1897</p> <p>CO2 :Explain the Aids to interpret the statutes with respect to construction of deeds and documents</p> <p>CO3: Apply the key concepts in legal theory and procedure and the application of the Labour laws, employee benefits and compensation schemes.</p> <p>CO4: Explain the provisions of Employee Provident Fund Act, Payment of Gratuity Act and Payment of Bonus Act.</p> <p>CO5: Identify the salient features of the judiciary system with regard to industrial disputes</p>
Core	Principles of Management	<p>CO1:Identify the roles, skills, qualities and competencies required of a manager</p> <p>CO2 : Gain an in depth knowledge of importance and process of planning and decision making</p> <p>CO3 :Classify the types of organisation and departmentation</p> <p>CO4: Evaluate the styles of leadership and its enablers</p> <p>CO5: Determine the importance of control and coordination in management</p>
Core	Accounting For Companies	<p>CO1: Assess the conceptual framework for the preparation and presentation of financial statements</p> <p>CO2 : Identify and explain Accounting Standards</p> <p>CO3: Prepare the financial statements of companies as per the Accounting Standards</p> <p>CO4: Apply the provisions of the Companies Act relating to redemption of preference shares and debentures</p> <p>CO5: Demonstrate the procedure relating to alteration of share capital and internal reconstruction</p>
Core	Taxation I	<p>CO1: Explain the basic concepts of income tax and obtain the skills and ability to assess the tax on income earned.</p> <p>CO2: Devise the various monetary and non-monetary emoluments and their tax implications to assess the tax under the head.</p> <p>CO3 : Analyze the different nature of occupation</p> <p>CO4: Identify the ways to assess the actual profits of the business and analyze the eligibility of claiming the expenditures.</p> <p>CO5: Compile the various deductions that can be claimed and assess the effects of claiming the deductions.</p>
Core	Taxation II	<p>CO1: Compute tax under the various heads and claim exemptions.</p> <p>CO2: Evaluate the concept of bond washing transaction and assess the taxable portion of income from other sources.</p> <p>CO3: Assess the different ways to club the income of one assessee with the income of another assessee.</p> <p>CO4: Identify the various provisions from the different heads of income and assess the taxable portion of the income under Income Tax Act.</p>

		<p>CO5: Apply the different assessment procedure for the different categories of person and to identify the importance of filing the return.</p>
Core	Indirect Taxation	<p>CO1 Identify the basic concepts, features and framework of GST CO2 Compute the value of supplies and input tax credit and apply the valuation mechanism to compute GST Liability CO3 Explain the registration process for all dealers CO4 Prepare documents like tax invoices , debit and credit notes CO5 Compute custom duty liability, outline the baggage rules, penalties and refunds</p>
Core	Corporate Law	<p>CO1: Identify the fundamentals of Company Law and provisions of the Companies Act of 2013 CO2: Explain the recent provisions of Company Law with regard to issue of shares and maintenance of company documents CO3: Evaluate the relevance of the provisions of the Companies Act with reference to Share Capital, deposits and debentures CO4: Design the conduct and procedures involved in different kinds of meetings CO5 : Explain the rules regarding auditors and payment of dividends</p>
Core	Advanced Accounting I	<p>CO1: Analyse the applicability and importance of accounting standard and prepare the financial statements according to the prescribed accounting standards CO2: Compute the value of goodwill and shares using various valuation methods CO3 : Prepare the consolidated financial statements as per AS21 CO4 :Explain the concepts of Insurance and mutual funds and the methods of accounting considering the statutory requirements CO5:Analyse the recent issues in corporate accounting and formulate well-reasoned and coherent arguments to reach well considered conclusions</p>
Core	Introduction to Auditing	<p>CO1: Explain the nature, scope ,objectives of audit and the standards on quality control and audit engagement CO2: Apply the audit planning strategy and develop an audit plan CO3: Explain the standards in audit documentation, evidence, written representation and sampling CO4 :Assess the audit risk and the internal control system CO5: Describe the analytical procedures and design the investigative procedures of auditing</p>
Core	Computer Fundamentals And Accounting Software	<p>CO1: Working knowledge on MS Office tools CO2 :Demonstrate an advanced knowledge on using Spread Sheet Applications CO3 : Work with MS Access and create summary reports CO4 : Use Accounting Software to create a company and chart out its accounts CO5 : Prepare various accounting reports using tally</p>

Core	Information Technology	<p>CO1: Identify Automated Business processes along with security offenses committed and necessary laws to protect information.</p> <p>CO2 : Analyse data and represent it using tools like XBRL</p> <p>CO3: Explain the concepts of information systems, its types, risks and controls associated with it.</p> <p>CO4: Evaluate the Business Process Flow in emerging technology based Commerce</p> <p>CO5: Explain the core banking system, its risks and controls</p>
Core	Strategic Financial Management	<p>CO1: Assess the scope, goals and the objectives of Financial Management including the role of finance managers</p> <p>CO2: Compute the “Cost of Capital” that impacts the capital investment decisions for a business.</p> <p>CO3: Enumerate the capital structures</p> <p>CO4: Identity and execute decisions regarding capital budgeting and Financial Management</p> <p>CO5: Analyse working capital, understand Cash management, Bills receivable and payables management</p>
Core	Operations Research With Software Application	<p>CO1: Understand, Formulate and solve problems in real world as linear programming problem.</p> <p>CO2: Recognize and formulate transportation, assignment problems and derive their optimal solution.</p> <p>CO3: Use CPM and PERT techniques in planning , scheduling and controlling project activities</p> <p>CO4: Use the concepts of game theory and obtain the solutions in competitive situations.</p> <p>CO5: Apply the Optimization techniques constructively to make effective managerial decisions.</p>
Core	Advanced Accounting II	<p>CO1: Analyse employee stock options, buy back options and underwriting compliances</p> <p>CO2: Compute purchase consideration under schemes of amalgamations and mergers</p> <p>CO3: Prepare the liquidators final statements of accounts under statement of affairs</p> <p>CO4 : Prepare the final statement of accounts of a banking company</p> <p>CO5 : Compute the surplus and clear profits of electricity companies</p>
Core	Economics For Finance	<p>CO1: Define and explain macroeconomic concepts</p> <p>CO2: Explain the concept of money and its application on the monetary policy</p> <p>CO3: Analyse the government interventions to overcome market failures thus leading to a robust fiscal policy</p> <p>CO4: Apply the concepts of international trade to make informed opinions.</p>

		CO5: Describe the importance of FDI and related concepts in International Capital Movements
Core	Strategic Management	CO1 : Define the basic concepts of strategic management CO2 : Perform an analysis of the environment to formulate strategies CO3: Identify the types of strategic alternatives available to a business CO4 : Choose and implement the appropriate strategies CO5 : Evaluate and control the strategic implementation process
Core	Entrepreneurship Development And Small Business Management	CO1 : Narrate the meaning, factors, qualities, functions and types of entrepreneurship CO2 : Know the parameters to assess the opportunities and constraints for New Business Ideas CO3: Determine the nuances involved in setting up a business CO4 : Explain the concept of family business management CO5 : Prepare and implement a B Plan
Core	Auditing And Assurance	CO1 : Assess the testing methods and conduct data analytics for audit CO2: Analyse the conduct of audit for items of income and expenditure and balance sheet CO3: Communicate results of financial statements through the audit report CO4: Analyse the procedure for appointment, removal of auditors and the rules for fixation of remuneration CO5 : Explain the audit of various entities like banks , education institutions, hotels, clubs and cooperative societies
Core	Organisational behaviour	CO1: Analyse the concept of organisational behaviour and factors affecting individual behaviour in the organization CO2: Interpret human behaviour in work place from individual perspective CO3: Gain an insight into the complexity of managing group dynamics and stress at work place CO4: Summarise the theories of motivation and leadership in different organisational situations to achieve desired behavioural change CO5: Identify the importance of organisational culture and climate in overall organisational development and effectiveness
Core	Marketing management	CO1: Analyze the relevance of marketing concepts and theories in evaluating the impact of environmental changes on marketing planning, strategies and practices. CO2: Apply the conceptual frameworks, consumer behaviour theories and techniques to various marketing contexts. CO3: Formulate a marketing plan including marketing objectives, strategies, budgetary considerations and evaluation criteria.

		<p>CO4: Identify and plan an organization's marketing mix to generate better sales and profits.</p> <p>CO5:Analyze, synthesis information and derive insights related to the future developments in the field of marketing management</p>
Core	Security Analysis And Portfolio Management	<p>CO1: Evaluate the various alternatives available for investment.</p> <p>CO2: Explain the structure of the capital market</p> <p>CO3: Apply different valuation models to evaluate fixed income securities, stocks, and how to use different derivative securities to manage their investment risks.</p> <p>CO4: Construct a portfolio of investments and evaluate the portfolio</p> <p>CO5: Assess the performance and revise the portfolio</p>
Core	Banking system and financial services	<p>CO1: Explain the structure, classification and characteristics of the Indian Financial Market</p> <p>CO2 :Identify the role of banks in the Indian Banking and Financial System</p> <p>CO3: Explain the concept of promissory note, Bills of Exchange and other negotiable instruments and the role of the collecting banker.</p> <p>CO4: Explain the various players in the financial services sector and their role in the economic environment</p> <p>CO5: Identify the current trends in technology based banking systems</p>
Core	Insurance and risk management	<p>CO1 : Explain the role of insurance in the economic development</p> <p>CO2:Ability to discuss the financial aspects of insurance management</p> <p>CO3 : Analyse risk management and the role of actuaries</p> <p>CO4: Assess the settlement of claim and various insurance laws and regulations</p> <p>CO5 : Identify the code of conduct in advertisement and tax benefits under life insurance</p>
Core	Research methods	<p>CO1 :Identify the objectives of research, types, process and importance</p> <p>CO2 :Define and formulate the research problem</p> <p>CO3: Design a sampling design and framing a hypothesis</p> <p>CO4: Determine the sources of data, methods and scaling techniques for analysis</p> <p>CO5 :Interpret the results and drafting a research report</p>

Program Name: B.B.A.

Under Graduate Program in Business Administration

Program Specific Outcomes (PSO)

PSO1	Display strong foundation in functional areas of management to pursue post graduation in chosen area of specialisation
PSO2	Imbibe professional competence and social responsibility for corporate citizenship
PSO3	Apply the management knowledge in operational and strategic decision making
PSO4	Demonstrate leadership and team skills required for successful careers in global business environment
PSO5	Possess acumen to become empowered business women who will play a significant role in the economic development of the nation

Course Outcomes (CO)

Course Component	Course	Course Outcomes
Core	Financial Accounting	CO1: Discuss the basic theory, concepts and practice of financial accounting in a work environment. CO2: Prepare a Bank Reconciliation Statement and evaluate the reasons for discrepancies CO3: Record basic accounting transactions and prepare annual financial statements CO4: Evaluate the surplus deficit of Non-Profit Organizations and prepare its final statement of accounts. CO5: Compare and interpret the different methods of depreciation for various types of assets.
Core	Principles Of Management	CO1 – Identify the roles, skills, qualities and competencies required of a manager CO2 – Gain an indepth knowledge of importance and process of planning and decision making CO3 – Classify the types of organisation and departmentation CO4 – Evaluate the styles of leadership and its enablers CO5 – Determine the importance of control and coordination in management
Allied	Business Statistics And Operations Research	CO1- Utilize measures of Central Tendency for analysis and application in real life situations. Recognize the importance of measures of dispersion, correlation and regression and use them in data interpretation. CO2- Demonstrate the methods for analysing time series in order to extract meaningful statistics and other characteristics of the data. CO3- Use CPM and PERT techniques in planning, scheduling and controlling project activities.

		<p>CO4- Apply the concepts of game theory and obtain the solutions in competitive situations.</p> <p>CO5- Apply the optimisation techniques constructively to make effective managerial decisions.</p>
Core	Business Environment	<p>CO1 – Scan the environment for the various forces affecting Business</p> <p>CO2 – Synthesise the political and the cultural set up and its impact on business</p> <p>CO3 – Identify indicators of economic growth and development</p> <p>CO4 – Explain the role of financial participants in regulating business</p> <p>CO5 – Evaluate the Indian Taxation structure</p>
Core	Marketing Management	<p>CO1: Analyze the relevance of marketing concepts and theories in evaluating the impact of environmental changes on marketing planning, strategies and practices.</p> <p>CO2: Apply the conceptual frameworks, consumer behaviour theories and techniques to various marketing contexts.</p> <p>CO3: Formulate a marketing plan including marketing objectives, strategies, budgetary considerations and evaluation criteria.</p> <p>CO4: Identify and plan an organization’s marketing mix to generate better sales and profits.</p> <p>CO5 : Analyze, synthesis information and derive insights related to the future developments in the field of marketing management</p>
Allied	Managerial Economics	<p>CO1: Define the different economics concepts in decision making and elaborate the objectives of modern business firm.</p> <p>CO2: Explain and graphically illustrate cardinal and ordinal utility demand, elasticity and supply</p> <p>CO3 : Define, explain and establish relationship between short run production function, long run production function, short run cost function and long run cost functions</p> <p>CO4: Distinguish between the various forms of market and firm equilibrium, Also</p> <p>CO5 : Evaluate Different methods of pricing</p>
Core	Organisational Behaviour	<p>CO1 – Analyse the concept of organisational behaviour and factors affecting individual behaviour in the organization</p> <p>CO2 – Interpret human behaviour in work place from individual perspective</p> <p>CO3 – Gain an insight into the complexity of managing group dynamics and stress at work place</p> <p>CO4 – Summarise the theories of motivation and leadership in different organisational situations to achieve desired behavioural change</p> <p>CO5 – Identify the importance of organisational culture and climate in overall organisational development and effectiveness</p>
Core	Cost And Management Accounting	<p>CO1 – Compare the concepts of cost vs. financial vs. management accounting and arriving at a cost sheet</p> <p>CO2 – Explain the concepts of cost accounting pertaining to materials, labour and overheads and their relevance</p> <p>CO3 – Read the corporate financial statements and apply tools of analysis on them</p>

		<p>CO4 – Conduct fund and cash flow analysis</p> <p>CO5 – Apply marginal costing in business decision making and preparation of budgets in all functional areas of business</p>
Core	Entrepreneurship Development And Small Business Management	<p>CO1 – Narrate the meaning, factors, qualities, functions and types of entrepreneurship</p> <p>CO2 – Know the parameters to assess the opportunities and constraints for New Business Ideas</p> <p>CO3 – Determine the nuances involved in setting up a Business</p> <p>CO4 – Explain the concept of family business management</p> <p>CO5 – Prepare and implement a B Plan</p>
Allied	Data Management And Analysis Using Spread Sheets	<p>CO1 – Have an Overview on the basics of spread sheets</p> <p>CO2 – Know the various functions and formulae used in managing data</p> <p>CO3 – Learning entering, protecting and handling data</p> <p>CO4 – Depicting data using charts</p> <p>CO5 – Analysing data and preparing reports</p>
Elective	Digital Marketing	<p>CO1 – Explore the types of digital and social media marketing</p> <p>CO2 – Overview of content marketing and blog writing</p> <p>CO3 – Identify the role of social media in business</p> <p>CO4 – Apply social media marketing tools and analytics</p> <p>CO5 – Design a digital advertisement</p>
Elective	Change And Innovation Management	<p>CO1-Define change management and analysing the types and models</p> <p>CO2-Determine the role of change agents and change implementation</p> <p>CO3-Identify the types of organisational culture</p> <p>CO4-Define Innovation management</p> <p>CO5-Explain the nuances of managing innovation</p>
Core	Research Methods	<p>CO1-Identify the objectives of research, types, process and importance</p> <p>CO2-Define and formulate the research problem</p> <p>CO3- Design a sampling design and framing a hypothesis</p> <p>CO4-Determine the sources of data, methods and scaling techniques for analysis</p> <p>CO5-Interpret the results and drafting a research report</p>
Core	Personnel Management And Industrial Relations	<p>CO1-Explain the concept of HR planning</p> <p>CO2-Formulate the process of recruitment to the training and development stage</p> <p>CO3-Prepare a performance appraisal and remuneration technique</p> <p>CO4-Analyse the importance of participative management</p> <p>CO5-Gain knowledge on labour legislations</p>
Core	Financial Management	<p>CO1: Discuss the scope, goals and the objectives of Financial Management including the role of finance managers</p> <p>CO2: Compute the “Cost of Capital” that impacts the capital structure decisions for a business.</p> <p>CO3:Discuss the various Dividend theories</p> <p>CO4: Assimilate the concept of operating cycle and the estimation of working capital needs.</p>

		CO5: Identify and execute decisions regarding capital budgeting and Financial Management
Allied	Quantitative Aptitude	CO1- Solve problems on percentage, ratio and proportion in day to day life. CO2- Acquire knowledge on time, speed and distance, time and work to solve challenging problems. CO3- Solve real life problems on profit and loss, simple interest and compound interest. CO4- Interpret the data given and answer question based on it. CO5- Develop logical reasoning and critical thinking skills to face any competitive exams.
Inter Disciplinary Elective	Effective Leadership- Thinking And Working Smarter	CO1: Discuss basic leadership theory and multiple approaches to leadership.. CO2: Explain how to apply theories of leadership to create an effective team environment in the workplace. CO3: Design a personal development and leadership plan.(PDLP) CO4: identify the personal values and their impact and assess it through SWOT Analysis CO5: Discuss about mind mapping and Brainstorming.
Inter Disciplinary Elective	New Business Development	CO1- Identify ideas for new business opportunities CO2- Gain knowledge on Accounting fundamentals and business plan crafting CO3- Build marketing and strategy models based on customer research CO4- Highlight the importance of social responsibility of business CO5- Synthesise management knowledge to launch a business
Core	Advertising And Brand Management	CO1- Explain the features, needs, objectives and types of advertising CO2- Plan the advertising, media, campaign and budget CO3- Develop an ad copy design and layout CO4- Evaluate the characteristics and types of brand CO5- Get an insight into global brand building and management
Core	Business Policy And Strategic Management	CO1- Define mission, vision and objectives in strategic and corporate planning CO2- Enable scanning of environmental forces affecting business CO3- Conduct industry and internal corporate analysis CO4- Apply strategic alternatives for different growth routes CO5- Design strategic choice model and implementation
Core	Business Regulatory Framework	CO1- Explain the elements of Contract CO2- Highlight the enactments on Sale of goods and Special contracts CO3- Summarise the legal implications of the Companies Act CO4- Gaining an insight into legal significance of negotiable instruments CO5- Classify intellectual property and the need for registration
Core	Introduction To E-Commerce	CO1- Gain an understanding of the modalities and application of E-Commerce

		<p>CO2-Create an awakening on security threats and risks in E-Commerce</p> <p>CO3-Analyse web-based marketing sales and promotion</p> <p>CO4-Identify support services for E-Commerce</p> <p>CO5-Apply legal concepts in E-Commerce dealings</p>
Elective	Tax And Investment Planning	<p>CO1-Gain basic knowledge on investment fundamentals</p> <p>CO2-Arrive at investment decisions</p> <p>CO3-Evaluate the regulatory and procedural aspects in investment</p> <p>CO4-Summarise tax implications in investment</p> <p>CO5-Compile an investment plan based on retirement, insurance and estate planning</p>
Core	Operations Management	<p>CO1-Gain an insight into fundamentals of production and operations management</p> <p>CO2-Formulate a product design</p> <p>CO3-Verify the suitability of plant provision and layout</p> <p>CO4-Identify the importance of production planning and quality control</p> <p>CO5-Determine the types of work study and measurements</p>
Core	Retail Marketing	<p>CO1 : Examine the role of the key drivers of retail change with the advancement of technology</p> <p>CO2: Explain the complexity of retail channels (store and non-store) used as alternative routes to market, and evaluate the merits of alternative strategies for different types of retail business.</p> <p>CO3: Develop an elementary retail strategy for a specific target market, which includes value chain engineering, location, tenant mix, layout/design and visual merchandising.</p> <p>CO4: Identify the key elements in planning, managing, and executing the retail marketing mix as they relate to the product, price, distribution, and promotion.</p> <p>CO5: Appraise the importance of supply chain management as key components of an organization's strategic plan and to optimize the value to customers, markets, and other stakeholders through the application of standard Supply Chain frameworks.</p> <p>CO6 : Apply digital marketing as a tool for e-tailing</p>
Core	International Trade	<p>CO1: Differentiate between International trade and domestic trade, influences of various theories of trade.</p> <p>CO2: Assess the impact of rate of exchange on international trade.</p> <p>CO3: Evaluate the impact of various trade policies on an organization's international business opportunities.</p> <p>CO4: Analyse the impact of statutory and regulatory compliance of various International organizations and integrative trade initiatives at International level by these organizations.</p> <p>CO5: Assess India's foreign trade position..</p>

Program Name: B.A Economics**Under Graduate Program in Arts with specialization in Economics****Program Specific Outcomes (PSO)**

PSO1	Apply the principles of Economics in daily life
PSO2	Analyse the changes in the economic environment and its socio – economic impact
PSO3	Demonstrate analytical reasoning to understand the salient developments in the world economy in both present day and historical contexts
PSO4	Articulate policies to enhance economic well-being and promote social justice

Course Outcomes (CO)

COURSE COMPONENT	SUBJECT	COURSE OUTCOMES
Core	Micro Economics I	<p>CO1 Define and elaborate core economic terms, concepts, and methodology of microeconomics.</p> <p>CO2 Explain and graphically illustrate law of demand, law of supply, equilibrium and various forms of elasticities of demand and supply</p> <p>CO3 Develop consumer equilibrium in both cardinal and ordinal utility analysis</p> <p>CO4 Define, explain and establish relationship between short run production function, long run production function, short run cost function and long run cost functions</p> <p>CO5 Distinguish between the various forms of market and establish market equilibrium under perfect competition and monopolistic competition</p>
Core	Indian Economy I	<p>CO1 Identify the basic characteristics and problems of Indian economy</p> <p>CO2 Describe and analyse the economy in quantitative terms with reference to various sectors and population demographics using data.</p> <p>CO3 Analyse the performance of the Indian Economy in the planning and post-planning era</p> <p>CO4 Evaluate the contribution of Agricultural sector and assess various policy programmes aimed at its growth</p> <p>CO5 Assess the causes of Poverty, Inequality and Unemployment in India</p>
Allied	Statistics	<p>CO1 Understand the methods of Classification and utilize them for effective presentation. Use measures of central tendency for analysis and interpretation of data.</p> <p>CO2 Apply the concepts of correlation and regression in analysis and interpretation.</p> <p>CO3 Arrive at inferences employing appropriate statistical tools in survey based / real time projects</p> <p>CO4 Understand the different methods available to predict the trend values using the components of time series analysis</p>

		CO5 Compare the present and past scenario using the principles of index numbers.
Core	Micro Economics II	CO1 Distinguish between the various forms of market and establish market equilibrium under monopoly and oligopoly CO2 Apply the tools of Game Theory in Microeconomic decision making with reference to Oligopoly CO3 Determine Factor pricing and pricing of wages in perfectly and imperfectly competitive markets CO4 Compare and contrast different concepts and theories of Rent, Interest and Profits CO5 Analyse General Equilibrium and welfare using Edgeworth box
Core	Indian Economy II	CO1 Distinguish between different kinds of Industries and analyse their contribution to Economic growth CO2 Assess the various social security measures for labour CO3 Compare the composition and direction of Foreign trade in India and evaluate the Balance of Payments position CO4 Analyse the structure of Financial system in India and the role of Central Bank CO5 Identify the nature and scope of Public Finance in India with special reference to Union Budget, Fiscal deficit
Allied	Mathematics For Economics	CO1- Demonstrate the basic concepts of linear, quadratic and simultaneous equation and its application in economics. CO2- Utilise the computational techniques in matrices and determinants and apply it to solve simultaneous equation based on economic problems. CO3- Apply the range of techniques to find the derivative of simple algebraic equation. CO4- Apply calculus to the concepts of economics such as marginal cost, marginal revenue, marginal profit and elasticity of demand and to solve the same. CO5- Perform basic integration and use it to solve problem on cost function, revenue function and consumer's, producers surplus.
Core	Macro Economics I	CO1 Define and identify the macroeconomic indicators used to assess the state of the economy CO2 Compare and contrast between classical and Keynesian models of economic equilibrium CO3 Establish the relationship between income and consumption CO4 Apply the concept of multipliers and accelerator to explain the relationship between income expenditure and investment CO5 Use the concept of saving and investment to explain current economic environment
Allied	Accounts (To Be Discussed And Finalised, Syllabus Not Yet Arrived)	
Elective	Socio Economic Policy	CO1 Review the rural and urban health policies and research the participation of the private sector in the health care industry. CO2 Compare different historical perspectives on education and analyse different policy initiatives in the field of education in India.

		<p>CO3 Evaluate the role of media as the fourth pillar of democracy, assess the impact of media on consumer preferences and study its regulatory framework.</p> <p>CO4 Analyse different micro-finance initiatives and describe the role of microfinance in financial inclusion.</p> <p>CO5 Analyse rural and urban development in India</p>
Core	Macro Economics - II	<p>CO1 Draw and illustrate IS-LM curves and impact of changes in these curves on income and output</p> <p>CO2 Elaborate the shift in macroeconomic modelling</p> <p>CO3 Explain the different types and causes of inflation and establish the relationship between inflation and unemployment</p> <p>CO4 Describe the various phases of business cycles by applying different theories of business cycles</p> <p>CO5 Analyse the various tools of macroeconomic policy and their role in economic stabilisation</p>
Allied	Demography	<p>CO1 Describe the various theories of demography such as Malthus, Optimum and Demography Transition</p> <p>CO2 Define and explain the demographic terms such as birth rate, death rate, sex ratio, fertility ratio</p> <p>CO3 Assess the causes and impact of migration on rural-urban population distribution</p> <p>CO4 Analyse the major demographic trends and their determinants.</p> <p>CO5 Evaluate population policy of India</p>
Inter Disciplinary Elective	Economics For Competitive Exams	<p>CO1 Define and establish relationship between various concepts of microeconomics</p> <p>CO2 Explain the various macroeconomic parameters</p> <p>CO3 Describe and analyse the economy in quantitative terms with reference to various sectors and population demographics using data.</p> <p>CO4 Explain the structural change in the Indian economy</p> <p>CO5 Assess the role of banks, monetary policy and fiscal policy in economic stabilisation.</p>
Core	Fiscal Economics I	<p>CO1 Explain theoretical concepts of fiscal economics including graphical representation of these concepts</p> <p>CO2 Evaluate the theories of public expenditure</p> <p>CO3 Assess the canons of taxation</p> <p>CO4 Analyse the effects of taxation on production and distribution</p> <p>CO5 Discuss taxable capacity and factors determining taxable capacity.</p>
Core	International Economics	<p>CO1 Distinguish between domestic and international trade.</p> <p>CO2 Demonstrate familiarity with the main economic theories and models of international trade</p> <p>CO3 Analyse the causes of fluctuations in the rate of exchange and Balance of Payments.</p> <p>CO4 Apply economic reasoning to current topics and debates surrounding international trade and evaluate economists' arguments concerning trade policy.</p> <p>CO5 Identify international organizations and understand their role in the global economy and on local economies.</p>
Core	Monetary Economics	<p>CO1 Trace the evolution of money and monetary standards.</p> <p>CO2 Examine the important theories relating to money.</p> <p>CO3 Identify the constituents of money supply</p>

		<p>CO4 Evaluate the role of commercial banks in the process of credit creation.</p> <p>CO5 Analyse the structure of the Indian money market and Indian monetary policy.</p>
Core	Research Methods	<p>CO1 Compare quantitative and qualitative research methods and approaches</p> <p>CO2 Identify appropriate research topics and relevant literature specific to the research problem.</p> <p>CO3 Formulate empirically testable hypotheses and selection of samples.</p> <p>CO4 Demonstrate the ability to collect, process, and interpret data, including statistical inference.</p> <p>CO5 Identify, explain, and prepare the key elements of a research proposal/report</p>
Elective III	Financial Markets (To Be Discussed, Syllabus Not Yet Arrived)	
Core	Fiscal Economics II	<p>CO1 Outline the objectives and importance of public debt. Exhibit analytical skills in evaluating the role of the Government in public finance</p> <p>CO2 Explain the causes and consequences of deficit financing in India.</p> <p>CO3 Analyse the Union Budget.</p> <p>CO4 Evaluate the various tools of Fiscal Policy</p> <p>CO5 Asses the Centre-state financial relations.</p>
Core	History Of Economic Thought	<p>CO1 Explain the nature of ancient economic thought</p> <p>CO2 Outline the ideas of mercantilists and physiocrats.</p> <p>CO3 Critically analyse the contributions of the classical school of economic thought</p> <p>CO4 Describe the similarities and differences among Socialism and Marginal Approach.</p> <p>CO5 Discuss the contributions of modern economic thinkers.</p>
Core	Developmental Economics	<p>CO1 Distinguish between economic growth and development</p> <p>CO2 and CO3 Explain the major development theories and apply them to real world development problems.</p> <p>CO4 and CO5 Critically examine the important growth models.</p>
Core	Econometrics	<p>CO1 Describe the meaning and methodology of econometrics</p> <p>CO2 Derive the OLS estimators</p> <p>CO3 Estimate and interpret economic relationship among variables using linear regression model.</p> <p>CO4 Demonstrate testing of hypotheses for overall significance of the model</p> <p>CO5 Apply econometric tools to solve a variety of economic problems.</p>
Core	Environmental Economics	<p>CO1 Describe the flow of resources and the interaction between environment and economy.</p> <p>CO2 Identify the types and sources of pollution.</p> <p>CO3 Critically analyse and reflect on the external cost of pollution.</p> <p>CO4 Discuss the economic measures to combat pollution.</p> <p>CO5 Explain the concepts of sustainability and evaluate the economic consequences of climate change.</p>
CORE XV	PROJECT	

Program Name: M.Sc. Information Technology

**Post Graduate Program in Science with specialization in
Information Technology**

Program Specific Outcomes (PSO)

PSO 1	Create advanced knowledge of information technology by applying current technical concepts in the core information domains.
PSO 2	Develop optimal solutions to complex computing problems and to adapt to continuous change in the programming environments.
PSO 3	Gain domain knowledge in enterprise based applications and formulate skill sets for data analysis and knowledge management.
PSO 4	Acquire skills in open source technologies to develop real time projects and assess them using software testing tools.

Course Outcomes (CO)

Course Component	Course Name	Course Outcomes
Core	Distributed Operating Systems	CO1 : Analyze the different distributed Systems and the challenges involved in design and architecture of distributed Systems. CO2 : Apply how computing power is created and synchronized using mutual exclusion algorithms, deadlock detection algorithms in distributed systems. CO3 : Identify various process allocation techniques and scheduling algorithms in real time distributed systems. CO4 : Demonstrate how data is stored in Distributed File System CO5 : Assess the mechanisms and components involved in memory management.
Core	Advanced Database Management Systems	CO1 : Outline the features of database management systems and database optimizations. CO2 : Assess the different transaction processing and database recovery methods. CO3 : Evaluate the logical database design principles, including E-R diagrams and database normalization in ORDBMS. CO4 : Analyze the various Query processing techniques CO5 : Apply SQL queries in real time applications
Core	Data Structure And Algorithms	CO1 : Identify appropriate data structures for specified problem. CO2 : Assess the tree and graph traversal techniques. CO3 : Discuss various balanced binary search trees. CO4 : Create analytical and problem solving skills to write efficient algorithms for sorting. CO5 : Apply various algorithm designs such as dynamic programming, greedy method and Backtracking in real world problems.
Core	Java Technologies	CO1 : Discuss the concepts of classes, constructors and inheritance. CO2 : Analyze inter-process communication and its implementation using Java. CO3 : Apply various methods in String and StringBuffer Class.

		<p>CO4 : Design simple applets using various components in java swing and write basic swing applications</p> <p>CO5 : Create AWT applications using frames, dialogs, menus, colour, fonts.</p>
Core	Python Programming	<p>CO1 : Discuss the procedural control flow in python</p> <p>CO2 : Apply the various data structures provided by python library.</p> <p>CO3 : Analyse the various inheritance techniques.</p> <p>CO4 : Develop real-world applications using oops concepts</p> <p>CO5 : Design Web application using databases</p>
Elective	Object Oriented Systems Development	<p>CO1 : Discuss the object oriented system development life cycle.</p> <p>CO2 : Identify the application of Unified Modeling Language (UML) towards analysis and design.</p> <p>CO3 : Utilize object-oriented methods for analysis</p> <p>CO4 : Assess various design techniques for object oriented software systems.</p> <p>CO5 : Evaluate quality assurance measures and metrics to build quality software.</p>
Core	Shell Programming	<p>CO1 : Explain the architecture and features of LINUX Operating System.</p> <p>CO2 : Demonstrate the various process commands.</p> <p>CO3 : Identify the various roles of System Administrator.</p> <p>CO4 : Analyze the various shell scripts to solve a problem.</p> <p>CO5 : Formulate Regular expressions for pattern matching and apply them to various filters for a specific task.</p>
Core	Advanced Java Technologies	<p>CO1 : Identify J2EE Multitier architectures and design patterns.</p> <p>CO2 : Create and apply various embedded SQL queries</p> <p>CO3 : Build J2EE components involving Java Servlets and Java Server Pages.</p> <p>CO4 : Demonstrate to invoke remote objects using RMI Technology.</p> <p>CO5 : Design, publish and invoke a web service</p>
Core	Cryptography And Network Security	<p>CO1 : Outline the Network components and architectures.</p> <p>CO2 : Compare the various protocols in network models.</p> <p>CO3 : Assess the different cryptographic algorithms.</p> <p>CO4 : Analyze the network security services and mechanisms.</p> <p>CO5 : Apply IPsec, SSL, PGP security protocols in real world applications.</p>
Core	J2EE - Practical	<p>CO1 : Create application using embedded SQL queries.</p> <p>CO2 : Build J2EE components using servlets, JSP and XML.</p> <p>CO3 : Evaluate cookies using JSP and Java Servlets.</p> <p>CO4 : Design to invoke a remote object using RMI Technology.</p> <p>CO5 : Develop web application using HTTP references.</p>
Elective	Data Mining Using R	<p>CO1 : Demonstrate the importance of data mining in various applications</p> <p>CO2 : Assess and process raw input data and implement using various clustering algorithms.</p> <p>CO3 : Implement the appropriate classification algorithm on real datasets</p> <p>CO4 : Explain the features of R for data analysis</p> <p>CO5 : Perform appropriate statistical tests and visualization using R</p>
Elective	Software Project Management	<p>CO1 : Predict and resolve IT related crisis using project management software.</p>

	And Quality Assurance	<p>CO2 : Discuss and manage the phases of IT projects and analyse process models using effort estimation techniques.</p> <p>CO3 : Develop strategies to calculate risk factors involved in IT projects.</p> <p>CO4 : Assess the quality management processes and prepare a software quality plan for a software project.</p> <p>CO5 : Apply the principles of defect prevention for software automation.</p>
Core	Ruby On Rails Programming	<p>CO1 : Discuss the concepts of classes, blocks and modules</p> <p>CO2 : Apply exception handling concepts on files using the Ruby programming language.</p> <p>CO3 : Build applications using Object oriented concepts</p> <p>CO4 : Develop, test, and deploy basic web applications with Ruby on Rails (RoR).</p> <p>CO5 : Create an advanced project using MySQL, Ruby and RoR frameworks.</p>
Core	Cloud Technologies	<p>CO1 : Compare Parallel vs Distributed Cloud Computing concepts.</p> <p>CO2 : Identify the different Cloud service and deployment models.</p> <p>CO3 : Discuss the importance of virtualization and multithreading with respect to Aneka Cloud.</p> <p>CO4 : Apply MapReduce techniques in Aneka Cloud platform.</p> <p>CO5 : Analyze the different cloud computing platforms, services and Applications</p>
Core	C# And .Net	<p>CO1 : Explain the features of C#</p> <p>CO2 : Apply classes, polymorphism and inheritance concepts in C# language</p> <p>CO3 : Design applications using interfaces, delegates and events.</p> <p>CO4 : Create a Web form with server controls and display dynamic data from a data source by using Microsoft ADO.NET and data binding</p> <p>CO5 : Develop and deploy real time web applications</p>
Core	Cyber Security And Computer Forensics	<p>CO1 : Outline information security and the legal perspectives of cybercrime in India.</p> <p>CO2 : Identify the cyber offenses and penalties.</p> <p>CO3 : Analyze the security challenges posed by wireless devices.</p> <p>CO4 : Assess the various security tools and methods used in cyber attacks.</p> <p>CO5 : Discuss the essential concepts and terminologies involved in Cyber Forensics.</p>
Core	Mini Project	<p>CO1 : Identify the requirement specification for the real world problem</p> <p>CO2 : Design required databases and select the front end and back end software for application development.</p> <p>CO3 : Build application interfaces, modules and events of the specified project.</p> <p>CO4 : Apply various testing tools to the project.</p> <p>CO5 : Assess the application for maintenance</p>
Elective	Software Testing	<p>CO1 : Discuss the various types and techniques of software testing.</p> <p>CO2 : Assess the black box and white box testing strategies in real applications.</p> <p>CO3 : Identify software test process elements for a Project.</p> <p>CO4 : Design test cases, test scripts and defect reports for applications.</p>

		CO5 : Evaluate desktop and web based applications with QTP and Selenium tools.
Elective	Optimization Techniques	CO1 : Explain the fundamental concepts & general mathematical structure of linear programming model. CO2 : Compute solutions for transportation and assignment models. CO3 : Discuss the various sequencing problems. CO4 : Predict the conditions of certainty, uncertainty or risk using decision theory. CO5 : Demonstrate the use of optimization techniques in networks.
Elective	Hypertext Preprocessor- Practical	CO1 : Discuss the features of scripting language CO2 : Create forms using get, post and session method. CO3 : Build applications using Object oriented concepts and graphics. CO4 : Develop applications using cookies. CO5 : Design forms and manipulate data using PHP and MySQL connectivity.
Elective	MySQL- Practical	CO1 : Develop and deploy applications using Java and JSP. CO2 : Create applications using C and C++ as front end and MySQL as back end. CO3 : Deploy web applications with ASP.NET, PHP and Visual Basic. CO4 : Create an application using MySQL, and Java Servlets. CO5 : Design applications using R and Python as front end and MySQL as back end.
Major Project	Major Project	CO1 : Identify the requirement specifications for the real world problem specified by the IT company. CO2 : Design required databases and select the front end and back end software for application development. CO3 : Build application interfaces, modules and events of the specified project. CO4 : Apply various testing tools to the project. CO5 : Assess the application for maintenance

Program Name: B.Sc. (Computer Science)

**Under Graduate Program in Science with specialization in
Computer Science**

Program Specific Outcomes (PSO)

PSO 1	Strengthen the basic concepts on computation and mathematics to manage resources with optimisation techniques
PSO 2	Demonstrate the nuances of programming skills with programming languages
PSO 3	Gain domain knowledge in Enterprise management based applications and web based applications
PSO 4	Analyse Data and build Knowledge Management models
PSO 5	Build quality software systems by applying robust algorithms, software engineering design principles incorporating security and privacy

Course Outcomes (CO)

Course Component	Course Name	Course Outcomes
Core	Programming in C	CO1: Design the logical sequence for a problem and write programs to solve it. CO2: Implement the concept of arrays in programming CO3: Use functions and structures to solve the given problem CO4: Access data with files, pointers concepts CO5: Develop animated graphical images.
Core	Digital Logic Fundamentals	CO1: Recognize various number systems related to computers. CO2: Relate Boolean expressions to truth tables CO3: Develop a digital logic and apply it to solve real life problems. CO4: Design combinational and sequential logic circuits CO5: Analyze the architectural design and functions of digital computers
Allied	Statistics Using R	CO1: Interpret real time happenings into statistical data and visualize using graphical representation. CO2: Translate real-world problems into probability models CO3: Derive statistical inferences. CO4: Implement Statistical concepts using R CO5: Interpret the findings and develop meaningful conclusions through data analysis reports using R.
Core	Database Management Systems	CO1: Identify the major DBMS components and their function. CO2: Design optimized queries with non-procedural query languages. CO3: Develop Database and administer the data using SQL and PL/SQL. CO4: Normalize tables efficiently. CO5: Organize, maintain and retrieve data effectively with different database system architectures
Core	Computer Architecture	CO1: Explain the basic structure and functions of the various computer components and the evolution of computer systems. CO2: Conceptualize memory organization and storage.

	And Microprocessor	<p>CO3: Exemplify in a better way the instruction cycle mechanism.</p> <p>CO4: Discuss the concepts of Hardwired control and micro programmed control</p> <p>CO5: Write programs for implementing in 8086 Microprocessor</p>
Allied	Discrete Mathematics For Computer Science	<p>CO1: Express a sentence in terms of predicates, quantifiers, and logical connectives.</p> <p>CO2: Apply the rules of inference and methods.</p> <p>CO3: Translate between narrative arguments and predicate logic.</p> <p>CO4: Represent any given problem in terms of a graph.</p> <p>CO5: Demonstrate different traversal methods for trees and graphs.</p>
Core	Programming In C++ And Data Structures	<p>CO1: Apply the concepts of object oriented programming.</p> <p>CO2: Implement Classes, inheritance and to develop run time and compile time polymorphism</p> <p>CO3: Identify the use of various data structures.</p> <p>CO4: Implement stacks and queues in C++</p> <p>CO5: Apply trees and graphs data structures in Computer Science</p>
Allied	Resource Management Techniques	<p>CO1: Recognize, classify and use various models to solve problems efficiently with limited resources.</p> <p>CO2: Identify the special features of the Transportation and Assignment problem.</p> <p>CO3: Examine the significant impact of job sequencing.</p> <p>CO4: Predict an individual's behaviour in a specific strategic situation and help in enhanced decision making.</p> <p>CO5: Evaluate a Project using CPM and PERT models.</p>
Elective	HyperText Preprocessor And MySQL	<p>CO1: Create forms using session methods.</p> <p>CO2: Display and manipulate data using PHP and MySQL connectivity.</p> <p>CO3: Validate user input using constraints.</p> <p>CO4: Build modules using functions for any application.</p> <p>CO5: Develop dynamic pages based upon user interaction</p>
	Android Application Programming	<p>CO1: Identify the technology and business trends impacting mobile applications.</p> <p>CO2: Develop competency with the characterization and architecture of mobile applications.</p> <p>CO3: Analyse the requirements of mobile applications.</p> <p>CO4: Apply essential Android Programming concepts.</p> <p>CO5: Design user Interfaces for the Android platform.</p>
Core	Design And Analysis Of Algorithm With Python	<p>CO1: Implement searching and sorting algorithms.</p> <p>CO2: Analyse and apply appropriate algorithms efficiently for a design situation.</p> <p>CO3: Employ graphs to model engineering problems.</p> <p>CO4: Solve problems involving vertex and edge Connectivity.</p> <p>CO5: Implement various algorithm design strategies using Python.</p>
Allied	Mathematics For Computer Science	<p>CO1: Perform various operations with Matrices.</p> <p>CO2: Differentiate between crisp set and fuzzy set.</p> <p>CO3: Develop a fuzzy inference model for a real time Application.</p> <p>CO4: Apply Matrices in cryptography.</p>

		CO5: Differentiate the symmetric and asymmetric key concepts.
Core	Operating Systems with Unix	CO1: Analyse the role of OS in various management policies and algorithms. CO2: Compare the performance of scheduling algorithms and allocation policies. CO3: Outline memory management and allocation in OS. CO4: Assess the file concepts and page replacement Policies. CO5: Implement shell scripts in BASH shell.
Core	Java and JSP Programming	CO1: Design and build maintainable Web applications using Applets. CO2: Develop and implement runnable threads. CO3: Develop Servlets for an Enterprise based application. CO4: Analyse JDBC- ODBC bridge and Java SQL package. CO5: Implement scripts in JSP.
Core	Data Communication And Computer Networks	CO1: Demonstrate the purpose of network layered models and communication using layered concept. CO2: Assess and apply error detection and correction mechanisms in the data link layer. CO3: Explain internetworking principles CO4: Analyse the functions of transport and application Layer. CO5: Identify the nuances of various Wireless communications methods.
Core	Data Mining And Data Warehousing	CO1: Gain knowledge about data preprocessing, data quality and data warehouse design CO2: Assess the various classification in data mining CO3: Apply various mining algorithms using Rapidminer tool for knowledge extraction. CO4: Implement suitable algorithms to analyze real time data sets. CO5: Outline the different data mining applications.
Elective	Software Testing	CO1: Conduct a software test process for a software Project. CO2: Create test strategies, design test cases, prioritize and execute them. CO3: Manage software problems and defects efficiently. CO4: Formulate different ways to test an application. CO5: Prepare and predict checkpoints for software Applications.
	NoSQL Database	CO1: Gain knowledge of the various NoSQL systems and their features. CO2: Define objects, load data, query data using NoSQL databases. CO3: Demonstrate competency in designing NoSQL database management systems. CO4: Build projects using NoSQL databases. CO5: Understand various data access controls.
Core	Web Technology	CO1: Create dynamic styles and animations on Web pages. CO2: Map HTML using the Document object model. CO3: Design web applications using ASP.NET. CO4: Debug and deploy ASP.NET web applications. CO5: Create database driven ASP.NET web applications and web services.

Core	Digital Forensics	<p>CO1: Categorize Digital Crimes.</p> <p>CO2: Document the process of digital forensic analysis.</p> <p>CO3: Visualize how Trojans, viruses and worms attack the Digital evidences.</p> <p>CO4: Gain an understanding of the trade offs and differences between various forensic tools.</p> <p>CO5: Identify the impact of Cloud Computing on Digital Forensics.</p>
Core	Internet Of Things	<p>CO1: Employ key technologies and protocols at each layer of the stack.</p> <p>CO2: Use the appropriate design principles in developing a IOT based model.</p> <p>CO3: Identify and use appropriate sensors.</p> <p>CO4: Build and test a working IoT system involving prototyping, programming and data analysis.</p> <p>CO5: Appreciate the role of big data, cloud computing and data analytics in a typical IoT system.</p>
Core	Agile Software Engineering And Development	<p>CO1: Demonstrate sound knowledge in the principles and practices of software engineering and development.</p> <p>CO2: Use software process models effectively.</p> <p>CO3: Produce efficient, reliable, robust and cost-effective software solutions.</p> <p>CO4: Apply agile planning principles for software development.</p> <p>CO5: Develop software according to SQA standards.</p>
Core	Cloud Computing	<p>CO1: Gain knowledge on the Service models, Deployment model and various cloud service Providers.</p> <p>CO2: Explain the economics of outsourcing Infrastructure services from cloud.</p> <p>CO3: Know the responsibilities of customers and Cloud service providers while moving into a cloud environment.</p> <p>CO4: Identify problems related to data storage and provide appropriate cloud computing solutions.</p> <p>CO5: Adopt a secured Cloud environment integrated with Privacy principles and regulations.</p>

Program Name: BCA

**Under Graduate Program in Science with specialization in
Computer Application**

Program Specific Outcomes (PSO)

PSO 1	Discuss the computer science, programming languages mathematical logic and business mathematics to meet the business automation requirements.
PSO 2	Identify real world problem and conceptualize robust computational solutions.
PSO 3	Analyze, design and create real time applications using latest technologies including Ajax programming, R, Python and artificial intelligence.
PSO 4	Involve students in learning through experiments by giving hands-on real time projects and publishing research articles in international journals.
PSO 5	Identify and practice cyber ethics and security in computing systems for betterment of the society.

Course Outcomes (CO)

COURSE COMPONENT	COURSE NAME	COURSE OUTCOMES
Core	Programming in C	CO1: Design the logical sequence for a problem and write programs to solve it. CO2: Implement the concept of arrays in programming. CO3: Use functions and structures to solve the given Problem. CO4: Access data with files, pointers concepts CO5: Develop animated graphical images.
Core	Basics of Digital logics and Computer Architecture	CO1: Explain the various logic gates. CO2: Discuss the methods to solve Boolean functions using K-Map. CO3: Analyze, design and implement sequential and combinational circuits. CO4: Identify pin architecture, bus signals and addressing modes of 8085 microprocessor. CO5: Develop Assembly language program for microcontrollers and design simple applications.
Allied	Statistics Using R	CO1: Interpret real time happenings into statistical data and visualize using graphical representation. CO2: Translate real-world problems into probability models CO3: Derive statistical inferences. CO4: Implement Statistical concepts using R CO5: Interpret the findings and develop meaningful conclusions through data analysis reports using R.

Core	Database Management Systems	<p>CO1: Identify the major DBMS components and their function.</p> <p>CO2: Design optimized queries with non-procedural query languages.</p> <p>CO3: Develop Database and administer the data using SQL and PL/SQL.</p> <p>CO4: Normalize tables efficiently.</p> <p>CO5: Organize, maintain and retrieve data effectively with different database system architectures</p>
Core	Data Structures	<p>CO1: Discuss the linear data structures - stack, queue, linked list and their implementation of the operations.</p> <p>CO2: Develop applications for linear and non linear data structures like lists, tree and graphs.</p> <p>CO3: Compare different sorting and searching techniques</p> <p>CO4: Analyze the tree traversal algorithms</p> <p>CO5: Identify the shortest paths in graphs.</p>
Allied	Mathematics For Computer Applications	<p>CO1: Discuss the computational and algorithmic aspects of lattices.</p> <p>CO2: Explain the applications of Mathematical logic and Boolean Algebra in real life.</p> <p>CO3: Compute self evaluating series using recurrence relations.</p> <p>CO4: Analyze and evaluate the accuracy of common numerical methods.</p> <p>CO5: Design equations for real time problems using coding theory.</p>
Core	Programming in JAVA	<p>CO1: Discuss the Object Oriented Programming principles.</p> <p>CO2: Explain the classes, objects and packages.</p> <p>CO3: Demonstrate the Threading and Networking in Java.</p> <p>CO4: Design GUI objects in Java.</p> <p>CO5: Develop user interface web applications using Graphics and applets.</p>
Core	Operating Systems with Unix	<p>CO1: Analyze the role of OS in various management policies and algorithms.</p> <p>CO2: Compare the performance of scheduling algorithms and allocation policies.</p> <p>CO3: Outline memory management and allocation in OS.</p> <p>CO4: Assess the file concepts and page replacement Policies.</p> <p>CO5: Design shell scripts in BASH shell.</p>
Core	Resource Management Techniques	<p>CO1: Identify, classify and use various models to solve problems efficiently with limited resources.</p> <p>CO2: Identify the special features of the Transportation and Assignment problem.</p> <p>CO3: Examine the significant impact of job sequencing.</p> <p>CO4: Predict an individual's behaviour in a specific strategic situation and help in enhanced decision making</p> <p>CO5: Evaluate a Project using CPM and PERT models.</p>

Allied-III	Fundamentals of Financial Accounting	<p>CO1: Discuss the fundamentals of accounting.</p> <p>CO2: Explain the final accounts in trading concern.</p> <p>CO3: Identify the errors and rectify the transactions.</p> <p>CO4: Compute depreciation of fixed asset in accounting using different methods.</p> <p>CO5: Discuss the company accounts and preparation of balance sheets.</p>
`Elective	Hypertext PreProcessor and MYSQL	<p>CO1: Create forms using session methods.</p> <p>CO2: Display and manipulate data using PHP and MySQL connectivity.</p> <p>CO3: Compare and validate user input using constraints.</p> <p>CO4: Build modules using functions for any application.</p> <p>CO5: Develop dynamic pages based upon user Interaction</p>
	Android Application Programming	<p>CO1: Identify the technology and business trends impacting mobile applications.</p> <p>CO2: Develop competency with the characterization and architecture of mobile applications.</p> <p>CO3: Analyze the requirements of mobile applications.</p> <p>CO4: Apply essential Android Programming concepts.</p> <p>CO5: Design user interfaces for the Android Platform.</p>
Core	Software Engineering With UML	<p>CO1: Discuss the software lifecycle in real time project development.</p> <p>CO2: Execute the software engineering techniques in developmental process.</p> <p>CO3: Design the diagrammatic representations of activity and data flow of the application using UML tool.</p> <p>CO4: Analyze the requirements specification, effort estimation and testing techniques.</p> <p>CO5: Compute the software metrics for real time projects.</p>
Core	Data Mining	<p>CO1: Develop an understanding of analysis and its importance in business.</p> <p>CO2: Apply Cluster methods for datasets.</p> <p>CO3: Design classification algorithms for datasets and analyze results.</p> <p>CO4: Explain the applications of mining in different sectors.</p> <p>CO5: Analyze using open source data mining tools.</p>

Core	Programming In Python	<p>CO1: Discuss the role of python in analytics.</p> <p>CO2: Analyze and predict analytics using Artificial intelligence algorithms in python.</p> <p>CO3: Develop graphical interface applications in python for interactive analytics.</p> <p>CO4: Design CGI applications.</p> <p>CO5: Create database applications in python.</p>
Allied	Fundamentals Of Cost And Management Accounting	<p>CO1: Discuss the importance of cost accounting.</p> <p>CO2: Compare fund flow and cash flow analysis</p> <p>CO3: Discuss and analyze ratio analysis</p> <p>CO4: Apply marginal costing in analysis</p> <p>CO5: Analyze and prepare different budgets</p>
Core	Business Intelligence	<p>CO1: Discuss the various aspects of business analytics</p> <p>CO2: Explain data warehouse processes</p> <p>CO3: Discuss Business Intelligence (BI) methodology and concepts</p> <p>CO4: Compare Text and Web Analytics</p> <p>CO5: Understand the various types of visualizations and apply in data analytics</p>
Core	Data Communication And Computer Networks	<p>CO1: Demonstrate the purpose of network layered models and communication using layered concept.</p> <p>CO2: Assess and apply error detection and correction mechanism in the data link layer.</p> <p>CO3: Explain the internetworking principles</p> <p>CO4: Analyze the functions of transport and application layer.</p> <p>CO5: Identify the nuances of various Wireless communications methods</p>
Core	Artificial Intelligence	<p>CO1: Discuss the problem solving methods using AI</p> <p>CO2: Explain the knowledge representation issues and approaches</p> <p>CO3: Apply statistical techniques.</p> <p>CO4: Analyze the NLP and game programming</p> <p>CO5: Discuss the concepts of fuzzy logic</p>
Core	XML And Its Applications	<p>CO1: Discuss the opportunities, limitations in E-commerce</p> <p>CO2: Build XML documents, style-sheets and schemas</p> <p>CO3: Design interfacing with Java, ASP.NET and web services.</p> <p>CO4: To be aware of secure e-payments</p> <p>CO5: To appreciate the importance of XML web services</p>

Elective	Software Testing	<p>CO1: Conduct a software test process for a software Project.</p> <p>CO2: Create test strategies, design test cases, prioritize and execute them.</p> <p>CO3: Manage software problems and defects efficiently.</p> <p>CO4: Formulate different ways to test an application.</p>
	NoSQL Database	<p>CO5: Prepare and predict checkpoints for software Applications.</p> <p>CO1: Gain Knowledge of the various NoSQL systems and their features.</p> <p>CO2: Design objects, load data, query data using NoSQL databases.</p> <p>CO3: Demonstrate competency in designing NoSQL database management systems.</p> <p>CO4: Build projects using NoSQL databases.</p> <p>CO5: Apply the various data access controls.</p>
Core	Web Technology	<p>CO1: Create dynamic styles and animations on web pages.</p> <p>CO2: Map HTML using the Document object model.</p> <p>CO3: Design web applications using ASP.NET.</p> <p>CO4: Debug and deploy ASP.NET web applications.</p> <p>CO5: Create database driven ASP.NET web applications and web services</p>
Core	Cloud Computing	<p>CO1: Gain Knowledge on the Service models, Deployment model and various cloud service providers.</p> <p>CO2: Explain the economics of outsourcing infrastructure services from cloud.</p> <p>CO3: Discuss the responsibilities of customers and Cloud service providers while moving into a cloud environment.</p> <p>CO4: Identify problems related to data storage and provide appropriate cloud computing solutions.</p> <p>CO5: Design and adopt a secured Cloud environment integrated with Privacy principles and regulations</p>
Core	Advanced Java Programming	<p>CO1: Discuss the importance of advanced java programming</p> <p>CO2: Develop enterprise level applications using advanced Java techniques</p> <p>CO3: Design database applications using SQL</p> <p>CO4: Create dynamic web pages using servlet and JSP</p> <p>CO5: Develop enterprise applications using AJAX</p>
Core	Cyber Security	<p>CO1: Discuss the various types of cybercrime</p>

		<p>CO2: Analyze the threats using different devices</p> <p>CO3: Apply and analyze tools available for gathering information about the target</p> <p>CO4: Discuss the role of cyber forensics</p> <p>CO5: Outline the various security laws and policies.</p>
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Program Name: B.Sc Mathematics

Under Graduate Program in Science with specialization in Mathematics

Program Specific Outcomes (PSO)

PSO 1	Acquire in-depth conceptual knowledge of mathematics in a structured and sequential learning process.
PSO 2	Identify and use appropriate mathematical tools effectively to solve problems in real world situations.
PSO 3	Formulate mathematical models, analyze, interpret and apply them in research and managerial decision making.
PSO 4	Provide career opportunities in diversified fields through a multi- disciplinary curriculum.

Course Outcomes (CO)

COURSE COMPONENT	SUBJECT	COURSE OUTCOME
Core	Algebra & Trigonometry	CO1 - Apply the concepts of theory of equations in solving equations of higher order. CO2 -Develop analytical skills in summing up infinite binomial, exponential and logarithmic series using the most appropriate method. CO3 -Interpret existence of matrices and apply its solutions in relevant fields. CO4 - Use algebraic skills and computational techniques essential for the study of trigonometric expansions. CO5 - Acquire the basic knowledge of circular and hyperbolic functions of a complex variable.
Core	Differential Calculus	CO1 -Apply Leibnitz theorem to find the derivative, and estimate the partial derivatives for the function of two variables. CO2 - Compute critical points, maxima, minima for the function of two variables. CO3 - Express in p-r equation in cartesian and polar coordinates and apply in navigation problems. CO4 -Compute radius of curvature and apply it in the field of civil engineering. CO5 – Construct equations of asymptotes for algebraic curves and apply them in relevant fields.
Allied	C Programming	CO1 –Acquire a strong foundation in fundamental concepts of C language. CO2 - Develop programming skills using input/output operations, branching and looping. CO3 - Apply the concept of arrays in program coding. CO4 - Implement the knowledge of character arrays and strings in executing C program. CO5 -Synchronize mathematical knowledge with C language and develop error debugging & testing skills.

Core	Integral Calculus & Fourier Series	<p>CO1-Identify suitable methods of integration to evaluate integrals.</p> <p>CO2-Utilize the properties of definite integrals in solving problems and familiarize with reduction formulae.</p> <p>CO3-Use beta, gamma functions in evaluation of indefinite integrals.</p> <p>CO4- Utilize the techniques of double and triple integrals to determine area/volume.</p> <p>CO5-Express Fourier series for periodic functions of 2π.</p>
Core	Differential Equations & Applications	<p>CO1-Solve first order differential equations utilizing the standard techniques.</p> <p>CO2-Obtain the solutions of second order differential equation with constant and variable coefficients.</p> <p>CO3-Formulate a partial differential equation by eliminating the arbitrary constants and functions.</p> <p>CO4-Identify and apply the appropriate method to solve first order partial differential equations.</p> <p>CO5-Create analyze and obtain the solutions of mathematical models using differential equations.</p>
Allied	Computer Oriented Numerical Methods	<p>CO1-Apply various interpolation methods and finite difference concepts in forecasting.</p> <p>CO2-Apply Lagrange's and divided difference formula in interpolating unequal intervals.</p> <p>CO3-Compute numerical differentiation whenever and wherever routine methods are not applicable.</p> <p>CO4-Evaluate definite integrals using Trapezoidal and Simpson's formulae.</p> <p>CO5-Solve algebraic and transcendental equations using iterative procedure.</p>
Core	Vector analysis and co-ordinate geometry of 3 dimensions	<p>CO1- Apply the concept of gradient to solve a problem which involves normal vectors and interpret divergence and curl of a vector field.</p> <p>CO2- Utilize the concept of the line integral to interpret physical quantities like work done by a force and evaluate surface area / volume using vector integration in plane or space.</p> <p>CO3- Analyze and interpret the concepts of plane for further studies.</p> <p>CO4- Design and solve problems on straight lines with respect to given conditions.</p> <p>CO5- Apply the concepts of spheres in advanced topics related to two and three dimensions.</p>
Allied	Mathematical Statistics	<p>CO1- Acquire sound knowledge of probability density functions, mathematical expectation and solve challenging problems.</p> <p>CO2- Utilize the fundamental concepts of distribution theory in real life situations.</p> <p>CO3- Apply the concepts of correlation and regression in analysis and interpretation.</p> <p>CO4- Employ appropriate statistical tools in real time / survey based projects and derive inferences.</p> <p>CO5- Utilize the principles of ANOVA in managerial decision making.</p>

<p>Elective</p>	<p>Financial Mathematics</p>	<p>CO1- Calculate principal value when the accumulated value, interest paid for a specific date is provided in Business. CO2- Determine the due dates for payment of various transactions and investments. CO3- Use the concepts of annuities and implement them in various transactions. CO4- Renegotiate the long term loans using Amortization techniques. CO5- Utilize the concept of depreciation and capital budgeting based in cash flows.</p>
<p>Core</p>	<p>Mechanics</p>	<p>CO1- Derive the resultant of two/three forces acting at a point, moment of force and Varignon's theorem. CO2- Compute the mass centres of homogenous bodies using integration. CO3- Apply the principles of kinematics and obtain various results pertaining to rectilinear motion with constant acceleration / varying force. CO4- Identify and explain the properties of a projectile to determine the location and velocity of a projectile at different points on its trajectory. CO5- Calculate the moment of inertia of simple symmetric rigid bodies.</p>
<p>Allied</p>	<p>Mathematics for Life Insurance</p>	<p>CO1- Calculate premiums for policy using Ultimate and Aggregate tables. CO2- Explain the benefits of the Endowment policies in practical life. CO3- Apply the concept of annuities in Insurance. CO4- Calculate the net premium for assurance plans. CO5- Implement the use of office premiums to protect the interest of the insurer.</p>
<p>Core</p>	<p>Modern Algebra</p>	<p>CO1- Analyze the importance of algebraic properties with various number systems (integers and real numbers). CO2- Apprehend homomorphism and its properties, isomorphism, automorphism between groups. CO3- Explain the abstract concepts of ring theory. CO4- Distinguish the concepts of linearly independent and dependent vectors. CO5- Construct an Orthonormal set for a finite dimensional vector space.</p>
<p>Core</p>	<p>Real Analysis</p>	<p>CO1- Identify the convergence and divergence of sequences. CO2- Test the convergence and absolute convergence of series. CO3- Explain the concepts of continuity and obtain limits of a function on a real line. CO4- Discuss the concept of metric spaces, complete and compact metric spaces. CO5- Demonstrate some simple applications of Riemann integral.</p>

Core	Number Theory & Cryptography	<p>CO1- Solve problems related to numbers and congruences.</p> <p>CO2- Apply Fermat's and Wilson's theorem in counting and remainder problems.</p> <p>CO3- Encrypt and decrypt a message using different cipher techniques.</p> <p>CO4- Implement Euclidean algorithms and procedures in numerical analysis.</p> <p>CO5- Distinguish between symmetric and asymmetric cryptosystems and understand the concepts of RSA cryptosystem.</p>
Core	Discrete Mathematics	<p>CO1- Apply generating functions in problem solving.</p> <p>CO2- Express a logic sentence in terms of predicates, quantifiers, and logical connectives.</p> <p>CO3- Find the supremum and infimum of Posets.</p> <p>CO4- Evaluate Boolean functions and simplify expressions using the properties of Boolean algebra.</p> <p>CO5- Select appropriate error control codes in suitable situations.</p>
Elective	Fuzzy Mathematics	<p>CO1- Acquire the knowledge of concepts of fuzzy sets.</p> <p>CO2- Explain related concepts associated with fuzzy sets.</p> <p>CO3- Analyze various levels and types of fuzzy sets.</p> <p>CO4- Visualize geometrically different types of fuzzy relations.</p> <p>CO5- Interpret fuzzy logics in medicine and management decision making.</p>
Core	Integral Transforms & Applications	<p>CO1- Compute Laplace transforms of various functions and its inverse.</p> <p>CO2- Solve second order ordinary differential equations using Laplace transform techniques.</p> <p>CO3- Analyze the concepts of complex form of Fourier integral theorem.</p> <p>CO4- Compute the Fourier transforms and its inverse of functions of one variable.</p> <p>CO5- Interpret a procedure for obtaining the solution of One Dimensional Heat and Wave equations.</p>
Core	Complex Analysis	<p>CO1- Compute analytic function $f(z)$ in various situations.</p> <p>CO2- Find the image of any closed region from z-plane to w-plane under the given transformation.</p> <p>CO3- Use Cauchy's integral formulae to evaluate complex integration.</p> <p>CO4- Expand any complex function in terms of Taylor's and Laurent's series.</p> <p>CO5- Solve the complex Contour integration using Cauchy's Residue Theorem.</p>
Core	Optimisation Techniques	<p>CO1- Transform real life situations into a LPP, analyze and interpret them.</p> <p>CO2- Apply the techniques of transportation and assignment in allocation/ recruitment of resources/ manpower in industry.</p> <p>CO3- Compute minimum total elapsed time for processing a jobs using sequencing models and derive optimal strategies in a competitive environment using the characteristics of game theory.</p>

		<p>CO4- Use PERT & CPM principles in undertaking any project and obtain the expected duration taking into consideration the probabilistic nature of the project.</p> <p>CO5- Adopt appropriate logistics of queuing theory efficiently in real world situations.</p>
Core	Graph Theory	<p>CO1- Acquire the knowledge of vertices, edges and various types of graphs.</p> <p>CO2- Construct communication networks using connectivity concepts.</p> <p>CO3- Use the concept of trees in simple applications.</p> <p>CO4- Identify the Hamiltonian and Eulerian graphs.</p> <p>CO5- Apply the concept of planarity in 3D graphs.</p>
Core	Mathematical Modelling	<p>CO1- Model and solve population dynamic problems using differential equations.</p> <p>CO2- Apply the concept of continuity in simple compartment model.</p> <p>CO3- Acquire knowledge of modelling of prey predator and competitive models.</p> <p>CO4- Explain the modelling of Planetary motions.</p> <p>CO5- Develop and solve mathematical models in Economics and Finance.</p>

Program Name: B.Sc Psychology

Under Graduate Program in Science with specialization in Psychology

Program Specific Outcomes (PSO)

PSO 1	Discuss the foundation in theory, identify interests and get sensitised to emerging trends and prepare themselves for the demands of higher education.
PSO 2	Exhibit competence in inference and prediction of human cognition and behaviour; demonstrating effective problem solving and decision making skills.
PSO 3	Demonstrate employability skills to work in sectors such as schools, hospitals, HR, remedial centres, and exhibit skills in empirical investigation.

Course Outcomes (CO)

COURSE COMPONENT	COURSE NAME	COURSE OUTCOME
Core	General Psychology I	CO1: Discuss the knowledge on various schools of thought and goals in psychology. CO2: Explain the visual, auditory and other kinesthetic sensory processes. CO3: Assess the determinants of attention and perception. CO4: Demonstrate the various theories of learning and apply behaviour modification techniques CO5: Identify the different memory types, models and processes.
Core	Biological Psychology – I	CO1: Discuss the relation between brain and behavior. CO2: Explain the functioning of the nervous system. CO3: Compare and contrast between the various types of neural communication CO4: Discuss the Biopsychology of Emotions, Aggression and Stress CO5: Identify and describe biological bases of cognitive/affective functions such as memory, learning and emotions
Allied	Statistical Methods	CO1. Discuss the fundamental concepts of statistics. CO2. Compute measures of dispersion, correlation and regression. CO3. Evaluate test of significance for large and small samples. CO4. Apply and build procedures to interpret data using ANOVA. CO5. Discuss the properties of normal curve and use its application in empirical investigation.
Core	General Psychology II	CO1. Explain the concepts of thinking, language and creativity. CO2. Discuss and evaluate theories of Intelligence. CO3. Demonstrate the types of consciousness, sleep and psychoactive drugs. CO4. Explain the science of emotions, and motivated behaviours. CO5. Identify temperamental patterns of individual differences and discuss personality theories.

Core	Biological Psychology- II	<p>CO1. Discuss the phases and stages in Neurodevelopment</p> <p>CO2. Identify the causes of brain damage, explain neuroplastic responses to damages and differentiate disorders associated with brain degeneration</p> <p>CO3. Analyse the effects of sleep deprivation and explain biology of sleep</p> <p>CO4. Explain the cortical mechanisms of sensation.</p> <p>CO5. Compare and contrast between various disorders of movement and explain motor control and neuroplasticity.</p>
Allied	Introduction To Cyber psychology	<p>CO1. Discuss the scope and importance of cyberpsychology.</p> <p>CO2. Compare the traditional and online relationships.</p> <p>CO3. Identify and explain the various influences of digital technology on child and adolescent behaviour.</p> <p>CO4. Explain addictive behaviours to technology use and describe theories in online gaming and gambling.</p> <p>CO5. Discuss the emerging challenges in cyberspace and explain the role of mental health professionals in overcoming challenges.</p>
Core	Developmental Psychology I	<p>CO1. Explain child birth process and discuss the prenatal and postnatal developmental influences on survival and health of infant.</p> <p>CO2. Explain the developmental milestones during infancy and toddlerhood.</p> <p>CO3. Discuss the physical, cognitive and psychosocial development during early childhood.</p> <p>CO4. Describe cognitive development and adjustments at school</p> <p>CO5. Address the maturational challenges and psychosocial adjustments during early childhood</p>
Allied	Experimental Psychology- Practical	<p>CO1. Demonstrate inquisitiveness to explore scientific explanations of cognitive processes.</p> <p>CO2. Simulate lab experiments for analysing Cognitive processes.</p> <p>CO3. Execute professional and ethical way for conducting experiments.</p> <p>CO4. Identify techniques for writing report and interpret behaviour.</p> <p>CO5. Build experiments on memory, intelligence etc.</p>
Elective	Human Resource Management	<p>CO1. Discuss the importance and functions of Human Resource Managers.</p> <p>CO2. Explain the process of recruitment and in organizations</p> <p>CO3. Analyze the techniques for training and development of human resources.</p> <p>CO4. Identify the components of compensation and its benefits at work place.</p> <p>CO5. Identify the determinants of ethical behaviour at work and explain the importance of employee relations.</p>
Core	Developmental Psychology- II	<p>CO1: Discuss the physical, cognitive and psychosocial changes in adolescence.</p> <p>CO2: Identify the cognitive challenges, adjustments and coping during young adulthood.</p>

		<p>CO3: Explain the distinctiveness of adult cognition and its influences on health.</p> <p>CO4: Assess the maturational challenges and adjustments to interpersonal relations during middle age.</p> <p>CO5: Explain the aging process and discuss the process of dealing death and bereavement during old age.</p>
Allied	Psychological Testing- Practical	<p>CO1. Demonstrate competence in the selection and administration of suitable psychological tests for measuring various attributes.</p> <p>CO2. Exhibit skills to conduct assessment in controlled setting.</p> <p>CO3. Demonstrate competence in writing a psychological report.</p> <p>CO4. Describe the properties of standardized testing and psychometric properties of tool</p> <p>CO5. Exhibit professional standards and etiquettes in reporting results.</p>
Core	Abnormal Psychology I	<p>CO1. Explain the origins of abnormal behaviour and contemporary research approaches to study mental disorders.</p> <p>CO2. Explain the diathesis stress model and explain various risks and causal patterns of mental illness.</p> <p>CO3. Discuss causal pattern and approaches to treatment for anxiety, and related disorders.</p> <p>CO4. Discuss the DSM criteria for mood and associated disorders with suggest treatment and outcomes.</p> <p>CO5. Identify the clinical features of somatic and dissociative disorders and its types.</p>
Core	Social Psychology- I	<p>CO1. Discuss the principles of social psychology and its application in social influence and social thinking.</p> <p>CO2. Evaluate and introspect on concepts of self.</p> <p>CO3. Discuss the process of attitude formation and its influences on behavior.</p> <p>CO4. Examine the factors that influence social thinking and behaviour through classic social experiments.</p> <p>CO5. Explain the importance of group behaviour and social skills such as persuasion.</p>
Core	Positive Psychology	<p>CO1. Compare and contrast traditional and positive psychology movements.</p> <p>CO2. Discuss the importance of positive emotion and psychological well-being.</p> <p>CO3. Illustrate the science of resilience and well-being with empirical theories.</p> <p>CO4. Identify the determinants of happiness and suggest ways to enhance happiness.</p> <p>CO5. Explain the importance of positive traits, character strengths and virtues for harmonious living.</p>
Core X	Counseling Psychology	<p>CO1. Discuss the need and importance of counselling, guidance and psychotherapy.</p>

		<p>CO2. Discuss the ethical, legal and professional standards for counselling practice and demonstrate adequate counsellor skills.</p> <p>CO3. Explain the therapeutic benefits of psychoanalysis, client centred therapy in counselling.</p> <p>CO4. Discuss the contemporary approaches in counselling like Cognitive behaviour therapies, narrative counselling and crisis counselling.</p> <p>CO5. Identify and apply suitable counselling techniques in career counselling, relationship counselling, and employee assistance and so on.</p>
Elective	Health Psychology	<p>CO1. Discuss the importance of health psychology and role of psychologists in health / medical counselling.</p> <p>CO2. Examine various techniques for health promotion and promote behaviour modification.</p> <p>CO3. Identify behavioural pathogens and assist in psycho-education to overcome comprising behaviours</p> <p>CO4. Explain the psychobiology of stress and examine sources of stress and coping.</p> <p>CO5. Apply principles of behaviour modification in health promotion of chronic and lifestyle diseases.</p>
Core	Abnormal Psychology II	<p>CO1. Explain clinical features of personality disorders and differentiate its subtypes.</p> <p>CO2. Discuss effects of abuse, dependence and tolerance to alcohol and psychoactive drugs.</p> <p>CO3. Explain clinical features and causes of various sexual deviance and gender identity disorders</p> <p>CO4. Identify and analyse various psychotic Disorders, its nature, causes and treatment outcomes.</p> <p>CO5. Summarize the role of therapy and intervention for Rehabilitation of mentally ill.</p>
Core	Social Psychology – II	<p>CO1. Identify and explain influence of aggression and prejudice and its consequences on everyday situations.</p> <p>CO2. Discuss the various components in relationship management.</p> <p>CO3. Exhibit skills for socializing and pro-social behaviour</p> <p>CO4. Explain the importance of conflict resolution and peacemaking.</p> <p>CO5. Apply principles of social psychology in various settings such as clinics, organisations and court.</p>
Core	Organizational Psychology	<p>CO1. Discuss the importance of study of organisational behaviour and discuss the challenges of changing workplace environment</p> <p>CO2. Apply, relate and appreciate dynamics of organizational structure, culture and performance.</p> <p>CO3. Identify the determinants of team work, leadership and examine the importance of communication.</p> <p>CO4. Explain and differentiate various theories of work motivation and job satisfaction.</p>

		CO5. Identify the factors that affect work environment and discuss various occupational hazards
Core	Research Methods	<p>CO1. Identify a research problem, differentiate research methods and explain research process</p> <p>CO2. Formulate research problem, report research gap through extensive literature analysis</p> <p>CO3. Develop a effective sampling design and frame testable hypotheses</p> <p>CO4. Demonstrate ability to draft a questionnaire, conduct pilot study, process and analyse data with appropriate statistical treatment</p> <p>CO5. Exhibit skills to report findings of a research using mechanics of APA style writing</p>

Program Name: B.A Sociology

Under Graduate Program in Arts with specialization in Sociology

Program Specific Outcomes (PSO)

PSO 1	Identify and Analyse the various social institutions which constitute the society.
PSO 2	Discuss the functioning of social, religious, educational, economic and political institutions in society.
PSO 3	Identify the reason behind social issues and problems faced by the people and explore measures to overcome them.
PSO 4	Analyse the policies and programs formulated by the government for the benefits of the citizens

Course Outcomes (CO)

COURSE COMPONENTS	COURSE NAME	COURSE OUTCOME
Core	Principles Of Sociology	CO1. Discuss the scope and importance of Sociology and basic concepts. CO2. Describe the theories of origin of society. CO3. Demonstrate various Social institutions and their types. CO4. Discuss the functions and classifications of groups. CO5. Assess the theories of Socialization.
Core	Sociology Of Indian Society	CO1. Discuss the moorings of Indian Society. CO2. Explain the roots of Hindu Social organizations. CO3. Identify the structural change taking place in our pluralistic society. CO4. Describe the importance of marriage, family and kinship in Indian society. CO5. Evaluate and accept the diversity of Indian social structure.
Allied	Social Psychology	CO1. Discuss the individual behavior changes in society. CO2. Evaluate how environmental situation impact social behavior. CO3. Assess individual behavior. CO4. Explain the characteristics and types of Leadership. CO5. Identify the causes and consequences of aggression.
Core	Rural Sociology	CO1. Discuss the types of rural society and their evolution over time. CO2. Explain the various land tenure system in rural society. CO3. Assess the economic structure of rural economy. CO4. Discuss the grass root level governance of our country. CO5. Appraise the good and the bad schemes that the Government has framed for the benefit of the rural society.
Core	Social Pathology	CO1. Discuss the social factors that trigger social disorganization. CO2. Illustrate the social issues like regionalism and communalism. CO3. Analyze the social inequalities.

		<p>CO4. Analyze how social changes produce inequalities among the socially excluded groups and discuss the constitutional safeguards.</p> <p>CO5. Discuss the social deviance like crime, terrorism and corruption.</p>
Allied	Social Anthropology	<p>CO1. Identify the contemporary as well as traditional elements of social life.</p> <p>CO2. Infer the social institutions and socio-cultural elements.</p> <p>CO3. Recognize the roots of socio-cultural elements and cultural competency.</p> <p>CO4. Explain the economic and political organization of property and trade exchange.</p> <p>CO5. Analyze the types and functions of religion and magic in anthropology.</p>
Core	Sociological Theory	<p>CO1. Discuss the various classical theorists of Sociology.</p> <p>CO2. Analyse the theories and relevance of Durkheim and Weber.</p> <p>CO3. Explain the major classical theorists developed by functionalism.</p> <p>CO4. Apply the conflict perspective to contemporary social phenomenon.</p> <p>CO5. Revise the sociological thought of Indian Sociologists.</p>
Allied	Social Demography	<p>CO1. Explain the importance of Social demography and state basic demographic concepts.</p> <p>CO2. Discuss the theories of Population and change.</p> <p>CO3. Identify the sources of demographic data.</p> <p>CO4. Analyze the population policies of India</p> <p>CO5. Discuss the emerging trends in, population with reference to Child health, Women empowerment etc.</p>
Allied	Research Methodology	<p>CO1. Discuss the objectives of research.</p> <p>CO2. Identify a research problem and frame objectives.</p> <p>CO3. Develop research based on primary or secondary sources and perform data collection, analysis and interpretation.</p> <p>CO4. Design a research report.</p> <p>CO5. Apply SPSS to datasets.</p>
Core	Urban Sociology	<p>CO1. Explain the importance of Urban sociology.</p> <p>CO2. Discuss the origin of cities.</p> <p>CO3. Identify the urban social problems.</p> <p>CO4. Assess the major aspect of urban planning and Satellite towns.</p> <p>CO5. Analyze the various administrative agencies of Urban development like HUDCO, CMDA etc.</p>
Core	Social Movements In India	<p>CO1. Discuss the various Social Movements both pre – independence and post-independence .</p> <p>CO2. Explain the national movements like Civil Disobedience Movement and Quit India Movement.</p> <p>CO3. Analyze the various social reform movement like SNDP, Mahar Movement.</p> <p>CO4. Discuss the various Peasant and Tribal Movements.</p> <p>CO5. Identify the New Social Movements.</p>

Core	Sociology Of Development	<p>CO1. Discuss the parameters of Development.</p> <p>CO2. Explain the theories of Development.</p> <p>CO3. Discuss the Development Disparities in India.</p> <p>CO4. Analyze the Indian experience of Development.</p> <p>CO5. Analyze the recent trends in Development.</p>
Core	Sociology Of Organization	<p>CO1. Discuss the various organizational concepts and their significance.</p> <p>CO2. Identify organizational Structure, elements its processes and functions.</p> <p>CO3. Explain the nature of organizational environment and interface.</p> <p>CO4. Analyze the Group decision making process.</p> <p>CO5. Outline the Leadership styles and Team building.</p>
Core	Human Resource Management	<p>CO1. Discuss the fundamental concepts about HRM and its roots in Sociology</p> <p>CO2. Explain the recruitment process and methods of selection.</p> <p>CO3. Identify the various training and development programs</p> <p>CO4. Identify the components of compensation and with respect to various sectors.</p> <p>CO5. Outline the Employee relations in work place.</p>
Elective	Project	<p>CO1. Identify the Research problem.</p> <p>CO2. Apply suitable research design.</p> <p>CO3. Illustrate appropriate type and content of review of literature on research topic.</p> <p>CO4. Analyze the data and apply all the research skills.</p> <p>CO5. Evaluate and Summarize the report.</p>
Core	Political Sociology	<p>CO1. Discuss the nature and functions of Political systems.</p> <p>CO2. Explain the Democratic and totalitarian systems.</p> <p>CO3. Identify the types and significance of theories of distribution of power in society.</p> <p>CO4. Discuss the Political Structure and functioning of political parties in India.</p> <p>CO5. Analyse the problems in the outcome of public opinion.</p>
Core	Globalization and Society	<p>CO1. Discuss the nature and historical context of Globalization.</p> <p>CO2. Identify the agencies of Globalization.</p> <p>CO3. Explain the Ethos of Globalization.</p> <p>CO4. Outline the impact of globalization on societies.</p> <p>CO5. Analyse the Globalization and public policy with respect to Indian experience</p>
Core	Social Welfare and Social Legislation	<p>CO1. Discuss the fundamental rights, duties and DPSP of Constitution of India.</p> <p>CO2. Analyze the various social welfare needs of people of India.</p> <p>CO3. Explain the various social legislations initiated by Legislative Bodies.</p> <p>CO4. Identify the various Central and State Government social welfare schemes.</p> <p>CO5. Describe the new approaches towards Globalization of Indian economy.</p>
Core	Environment and Society	<p>CO1. Explain the concepts of the Environment and their importance towards society.</p>

		<p>CO2.Discuss the various environmental issues in society.</p> <p>CO3.Identify and manage the environmental problems.</p> <p>CO4.Discuss the various environment- society relationships and protections acts.</p> <p>CO5.Analyze the social responses from other countries on various issues and apply it to solve to the rest of the world.</p>
Core	Corporate Social Responsibility	<p>CO1. Discuss the history and importance of CSR.</p> <p>CO2. Analyze the evolution of corporation and CSR in India.</p> <p>CO3. Outline the various stakeholders of CSR.</p> <p>CO4. Evaluate the Frame work for rating CSR.</p> <p>CO5. Discuss the CSR practices on various programs and its responsibilities towards the society.</p>

Program Name: B.A Journalism**Under Graduate Program in Arts with specialization in Journalism****Program Specific Outcomes (PSO)**

PS01	Demonstrate relevant skill sets through hands on experience in reporting, writing and editing.
PS02	Apply writing skills and demonstrate professionally competent analysis of news worthy events/policies to take up career in Journalism.
PS03	Exhibit professional ethics, community well-being and nation building initiatives.

Course Outcomes (CO)

Course Components	Subjects	Course Outcome
Core	Basics Of Journalism	CO1 Analyse the news industry in India, its trends and outline the process of newspaper production. CO2 Identify news and its types/theories and acquire the skills and qualities of a reporter. CO3 Compare different types of Journalism and outline different types of interview as an important news gathering tool and apply the skill of writing a news story CO4 Discuss the intricacies of beat coverage, attending press conferences and reporting culture for various channels. CO5 Use editing skills for processing of news and discuss ethics of a sub editor.
Allied	History Of Press In India	CO1 Outline the advent of press in India. CO2 Assess the role of Press in reform movement and social awakening. CO3 Discuss contribution of press in independence struggle and the Indian nationalist movement. CO4 Discuss Press laws and Commissions. CO5 Explain the growth of Press in Post Independent era and the beginning of Broadcast Journalism
Core	Reporting And Writing (P)	CO1 Identify news stories and news development, justify newsworthiness. CO2 Identify celebrity and plan interview. CO3 Identify topics for opinion poll for research process. CO4 Identify topics for news feature and the human interest story. CO5 Write the reports, submit them for editing and rewrite reports as per instructions, and do final submission.
Core	Publication Design And Desktop Publishing (P)	CO1 Frame the editorial policy, prepare a style sheet and plan the contents of a four page broad sheet. CO2 Build basic skills required for Journalism through reporting, writing and copy – editing.

		CO3 Design a broad sheet and develop newspaper layout skills and submit the broadsheet after initial corrections and editing/rewriting.
Core	Photo Journalism (P)	CO1 Identify types of camera/ lenses and its operations. CO2 Apply indoor and outdoor lighting and design with light. CO3 Assess photo journalism and visual reporting. CO4 Plan composition, content, framing, editing of pictures and digital photography. CO5 Prepare and submit an individual album with news based photographs.
Allied	Social Issues In India	CO1 Identify, analyze and discuss the root causes of social issues. CO2 Explain caste system, social stratifications and protective discrimination. CO3 Discuss religion and minority issues in a secular society. CO4 Analyze the role of media in the coverage of social problems. CO5 Identify and analyze gender issues and other new issues in society.
Core	Political Issues In India(P)	CO1 Critically analyze and cover political issues. CO2 Present proposal of topics to be covered, report, write and submit stories for corrections/editing CO3 Publish a tabloid with current political stories.
Allied	Introduction To Indian Constitution	CO1 Critique the nature and scope of Indian Constitution relating to fundamental rights, duties, and Directive Principles. CO2 Discuss a federal form of Government. CO3 Define a Parliamentary form of Government. CO4 Define Judiciary and contempt of Court. CO5 Analyse the party system in India and the concept of coalition Government.
Elective	Reporting For Radio (P)	CO1 Plan, present and get approved script for radio news feature. CO2 Create a 30-45 minute news-based radio feature.
Core	Business Reporting (P)	CO1 Build sources of news and identify major news- producing sector. CO2 Plan to cover companies and prepare for press conferences. CO3 Analyze Companies Financial Statements. CO4 Plan techniques of Business reporting.. CO5 Publish Business Journals on selected specific sector in business
Allied	Economic Issues In India	CO1 Discuss Indian economy covering agriculture role of banks, rise of self help groups and public distribution system. CO2 Explain Finance Commission and planning Commission and analyse economic data, fiscal policy, Monetary policy and Trade policy. CO3 Analyse economic reforms, union budget, globalization and foreign trade policy. CO4 Critique role of Reserve Bank of India and other banks / financial institutions in economic development CO5 Define financial system in India, importance of capital market and regulatory and developmental functions of stock exchange.
	Media Relations	CO1 Outline the types of mass media and explain the importance of interpersonal communication and mass communication

Inter Disciplinary Elective		<p>CO2 Analyse the media, media structure and organisation</p> <p>CO3 Formulate media relation strategies and explain need for media research and ethics.</p> <p>CO4 Outline the basics of reporting and editing and discuss internet as a tool for media relations.</p> <p>CO5 Plan media events like interviews and media conferences.</p>
Core	Media Research (P)	<p>CO1 Identify the importance of media research and define hypothesis and variables.</p> <p>CO2 Outline various methods of research.</p> <p>CO3 Apply research in print media, radio and television.</p> <p>CO4 Conduct research in approved area, applying research methodologies learnt.</p> <p>CO5 Write the research report and explain the referencing styles.</p>
Core	Current Affairs – I	<p>CO1 Collect information on current issues (political, economic, business International, Environmental and Sports issues) covered by latest National Newspapers and Magazines.</p> <p>CO2 Assess various issues being covered by the press</p> <p>CO3 Discuss, through presentations on current issues.</p> <p>CO4 Submit special project on crucial current issues.</p>
Core	Print Journal (P)	<p>CO1 Identify theme for the journal</p> <p>CO2 Design the production of the content collected after research, reporting , writing and editing stories</p> <p>CO3 Produce a complete real-time theme based journal</p>
Core	International Relations	<p>CO1 Assess the domain of International Relations and approaches to the study</p> <p>CO2 Discuss globalization and the future of global politics</p> <p>CO3 Analyse resource issues, cooperative and sustainable development.</p> <p>CO4 Discuss the security and insecurity in the contemporary world and the role of UN in maintaining peace.</p> <p>CO5 Critique India and her relations with neighboring countries</p>
Elective	Reporting For Television (P)	<p>CO1 Compile the source of news required for television news feature</p> <p>CO2 Submit script for television news features</p> <p>CO3 Produce a 10- 12 minute television news feature.</p>
Core	Media Law And Ethics	<p>CO1 Analyse the role and power of the mass media and its effect on public opinion.</p> <p>CO2 Describe media and democracy and analyse freedom of expression and right to information.</p> <p>CO3 Outline provisions of relevant Acts relating to media like the Press and Registration of Books Act, Intellectual Property Rights etc.</p> <p>CO4 Outline the code of Ethics for Journalism, broadcasting and analyse case studies in media ethics.</p> <p>CO5 Critically analyse trends in journalism like sensationalism, Sting Journalism, Citizen Journalism, media trials, fake news and so on.</p>
Core	Media And Society	<p>CO1 Discuss Media and Society theories and its impact over space and time.</p>

		<p>CO2 Define media audience and explain theories of audience.</p> <p>CO3 Outline approaches to media analysis, Content, Text, Sociological and psychological analysis.</p> <p>CO4 Compare popular culture and people’s culture and analyse media and popular culture.</p> <p>CO5 Compile changing media technologies and analyse trends in Journalism.</p>
Core	Specialisation In Sports/ Development Reporting /Lifestyle (P)	<p>CO1 Chose the specialisation of choice, the beat within the category and submit and present a detailed proposal of the news stories planned, for approval.</p> <p>CO2 Do a content analysis of the coverage given to the beat covered by a newspaper, news magazine, news website.</p> <p>CO3 Submit a project after extensive research, reporting, writing and editing of stories approved.</p>
Core	Current Affairs -II	<p>CO1 Compile current issues covered by press</p> <p>CO2 Analyse and report on the current issues.</p> <p>CO3 Build an overview of the current issues faced by society and reported by news media.</p> <p>CO4 Discuss through presentations important current affairs stories.</p>
Core	New Media Journalism (P)	<p>CO1 Apply writing skills in the production and packaging of news for the online medium.</p> <p>CO2 Exhibit expertise in design and create own news website.</p> <p>CO3 Produce an online journal.</p>

Program Name: B.Sc Visual Communication

Under Graduate Program in Arts with specialization in Journalism

Program Specific Outcomes (PSO)

PSO 1	Identify and practice effective communication with an aesthetic bent of mind.
PSO 2	Create, Design and Communicate innovative ideas through simulated projects that meet industry standard.
PSO 3	Transform into competent advertising professional, visualizer, copy writer, film maker, photographer, web designer, animator and graphic designer.
PSO 4	Communicate creatively through visual projects, to a diverse audience across a range of media.
PSO 5	Work in a professional and ethical manner, exploring design situations and producing visual content.

Course Outcomes (CO)

COURSE COMPONENT	COURSE NAME	COURSE OUTCOME
Core	Introduction to Visual Communication	CO1: Discuss, interpret and approach the multiple variables in the communication process. CO2: Analyze images across the different mediums and form perspectives. CO3: Demonstrate design thinking skills CO4: Present elements of graphic design creatively. CO5: Build principles and tools effectively in their design execution.
Core	Basics of Fine Arts	CO1: Demonstrate the fundamental learning in the application of design and colour. CO2: Draw different images using variety of mediums. CO3: Plan the placement and arrangement of visual elements in creating different dimensions. CO4: Identify the different textures and use them in their compositions. CO5: Assess logically the interrelationship between light and objects.
Allied	Graphic Design I	CO1. Demonstrate the fundamentals of creating design from the base. CO2. Express the design principles through drawing and sketching. CO3. Create visual concepts which effectively communicate ideas. CO4. Design different corporate logos. CO5. Apply design principles to establish unique identity.

Core	Basics Of Human Communication	<p>CO1. Discuss the nuances of Communication.</p> <p>CO2.Use the skills for effective interpersonal, group and organizational levels of communication.</p> <p>CO3.Demonstrate the types and challenges in group communication.</p> <p>CO4.Apply theoretical knowledge in public speaking.</p> <p>CO5.Assess the importance of mass communication realms.</p>
Core	Application Of Fine Arts	<p>CO1. Communicate visually through the different art mediums.</p> <p>CO2.Create and visualize perspective images.</p> <p>CO3.Design and Compose harmonious images and drawings with colours and design.</p> <p>CO4.Apply color schemes and harmonies in visual work.</p> <p>CO5.Demonstrate ideas through thumbnail drawings.</p>
Allied	Graphic Design II	<p>CO1. Apply the elements and principles of visual design.</p> <p>CO2. Develop a comprehensive layout and design.</p> <p>CO3. Express the color theory in different layout designs.</p> <p>CO4. Design and compose advertisements, brochures, magazines, office stationery etc. by hand.</p> <p>CO5. Demonstrate creative designs across different textures.</p>
Core	Photography	<p>CO1. Analyse the components and techniques of Photography.</p> <p>CO2.Experiment with different components of exposure in photography.</p> <p>CO3.Apply the techniques of composition.</p> <p>CO4.Identify the importance of camera, its functions and components in digital photography.</p> <p>CO5.Create portfolio for Portrait, Product, Fashion, Travel, Action, Macro, Indoor and Outdoor Photography.</p>
Core	Advertising	<p>CO1. Discuss the key players in Advertising.</p> <p>CO2.Explain the functioning of Advertising industry and its stakeholders.</p> <p>CO3.Create branding for an organization.</p> <p>CO4.Design various creative processes for different medium.</p> <p>CO5.Create successful and effective advertisements.</p>
Core	Printing and Publication Design	<p>CO1: Discuss the history of printing in India.</p> <p>CO2: Demonstrate the importance of printing processes in design decisions.</p> <p>CO3: Select and execute layout designs with precision.</p> <p>CO4: Explain the types of printing processes, paper, inks and their applications in Printing Industry.</p> <p>CO5: Identify the different printing processes.</p>

<p style="text-align: center;">Allied</p>	<p style="text-align: center;">Digital Graphic Design</p>	<p>CO1. Outline the features of Layout, Publication Design and Software Applications.</p> <p>CO2.Design applications using softwares like CorelDRAW, Adobe Illustrator etc.</p> <p>CO3.Design from scratch, all forms of creatives for different organizations and Media houses in particular.</p> <p>CO4.Compare the various layout design process in print production.</p> <p>CO5.Apply Design techniques to industry standards.</p>
<p style="text-align: center;">Elective</p>	<p style="text-align: center;">Human Psychology</p>	<p>CO1. Demonstrate the relationship between Human Psychology and Visual Communication.</p> <p>CO2. Assess the levels of perception and factors that control individual differences.</p> <p>CO3. Outline the functions of memory and factors that influence decision making.</p> <p>CO4. Discuss the individual differences in behavior and appeal suitably to their cognition through media products.</p> <p>CO5. Evaluate and comprehend the principles of Psychology and apply the same in Visual Communication.</p>
<p style="text-align: center;">Core</p>	<p style="text-align: center;">Advanced Photography</p>	<p>CO1. Assess Portrait, Product and Commercial photography using different lighting techniques.</p> <p>CO2.Demonstrate the understanding of Indoor photography and Outdoor Photography.</p> <p>CO3.Analyse and use the elements and techniques involved in Digital Imaging and Processing.</p> <p>CO4.Outline the understanding of Commercial photography and their elements.</p> <p>CO5.Create images by applying advanced photography techniques.</p>
<p style="text-align: center;">Core</p>	<p style="text-align: center;">Script Writing</p>	<p>CO1. Apply their imagination and creativity in creating new scripts for different media.</p> <p>CO2.Identify the different layout forms and broadcast writing styles.</p> <p>CO3.Analyze the characteristics that suggest appropriate writing styles and approaches for different media.</p> <p>CO4.Identify and understand the media audience and delivering suitable scripts.</p> <p>CO5.Outline the forms of writing for web audience.</p>
<p style="text-align: center;">Core</p>	<p style="text-align: center;">Production Design</p>	<p>CO1. Discuss the nuances of Visual Scripting, prepare blueprints and create Set models.</p> <p>CO2. Design, Conceptualize, Visualize and build Sets and properties for different visual mediums.</p> <p>CO3. Demonstrate the importance of Art directors and set designs.</p> <p>CO4. Explain the roles of Costume designer and wardrobe manager.</p>

		CO5. Formulate the logistics involved in Production.
Allied	2D Animation & Web Designing	CO1. Apply graphic design principles in creating Web pages. CO2. Develop skill sets for Web design and Navigation. CO3. Use elements of graphics in web page design. CO4. Assess the various softwares used for web page creation. CO5. Design a fully functional Website.
Elective	IDE – Corporate Communication	CO1. Discuss the basic concepts of corporate communication and public relations. CO2. Demonstrate skills to design and generate content for corporate communication tools. CO3. Create communication strategies to enhance corporate’s brand value. CO4. Plan for press conferences and media related events necessary to build corporate image CO5. Identify and use new media platforms
Core	Production Techniques	CO1. Apply the basic functions of Video camera and its file formats. CO2. Identify specific terms and jargons in video production. CO3. Compare lighting techniques for different program formats. CO4. Assess the sound recording methods and video editing tools. CO5. Compare and contrast different scripts for different media.
Core	Film Studies	CO1. Discuss the history of Indian and World Cinema. CO2. Explain the stages in Film Production. CO3. Analyze and interpret the various film forms, film language and genres. CO4. Formulate the steps in film making from the pre-production process to the post-production process. CO5. Assess the case studies of classical Indian and World Cinema.
Core	3D Modelling & Animation	CO1. Identify the tools used in 3D modeling artwork. CO2. Create 3D Logo animation using Special Effects and Adobe Audition. CO3. Create a Commercial using 3DS MAX and Adobe Software CO4. Design Interior and Exterior using 3DS MAX with proper lighting and camera setup. CO5. Create a Product Design using 3DS MAX.
Core	Media, Culture And Society	CO1. Demonstrate the importance of Mass Media. CO2. Analyse the theories of media audience. CO3. Demonstrate various approaches to media analysis and identify the effects of Mass media.

		<p>CO4. Critique the social construction of reality by media.</p> <p>CO5. Assess the relationship between media and popular culture.</p>
Elective	Advertising Strategy And Campaign	<p>CO1. Outline the marketing aspects of Advertising.</p> <p>CO2. Formulate marketing research for Ad campaigns.</p> <p>CO3. Utilize the models of consumer behaviour.</p> <p>CO4. Create a suitable Marketing Plan for a brand.</p> <p>CO5. Plan and conduct research and develop an Ad Strategy and Campaign for a brand.</p>
Core	Media Management	<p>CO1. Discuss management concepts in media industry.</p> <p>CO2. Explain the opportunities in media industry, its functioning and stakeholders.</p> <p>CO3. Apply the principles of Media Economics in Project Management.</p> <p>CO4. Plan and assess the project management themes and strategies in media industry.</p> <p>CO5. Assess and use audience ratings.</p>
Core	Visual Sociology	<p>CO1. Discuss the importance of visual media for representing social issues.</p> <p>CO2. Identify and address through research, selective aspects relating to Indian Society, Culture and Women.</p> <p>CO3. Express the different types of Cultures.</p> <p>CO4. Generate a project proposal and present a detailed report.</p> <p>CO5. Execute a research project and present its dimensions in visual form.</p>
Core	Media Laws	<p>CO1. Analyse and apply the various media laws, regulations, codes of practice.</p> <p>CO2. Outline the importance of IPR.</p> <p>CO3. Infer the prescribed codes and conducts involved in creating and presenting content.</p> <p>CO4. Analyse the various New Media Laws.</p> <p>CO5. Identify and imbibe legal and ethical responsibilities as media professionals.</p>
Core	Specialization Multimedia	<p>CO1. Discuss the principles and skills of Multimedia.</p> <p>CO2. Develop a comprehensive layout and design.</p> <p>CO3. Explain the color theory in different layout designs.</p> <p>CO4. Use multimedia software's to enhance and modify Multimedia projects.</p> <p>CO5. Design, create and execute a storyboard for an architectural walkthrough.</p>
	Specialization Web Designing	<p>CO1. Develop dynamic Websites.</p> <p>CO2. Design and develop web pages using HTML and CSS</p> <p>CO3. Apply graphic design principles in creating Web pages.</p>

		<p>CO4. Develop skill sets for Web design and Navigation.</p> <p>CO5. Create their own Portfolio combining their Digital Media Work.</p>
	<p>Specialization Ad Photography</p>	<p>CO1. Experiment with Still life, Portraiture, Fashion, Abstract and Product set-ups.</p> <p>CO2. Develop proposals, organize and orchestrate photo shoots through the successful management of resources and time.</p> <p>CO3. Demonstrate the understanding of Portrait, Product and Commercial photography using different lighting techniques.</p> <p>CO4. Design and digitally generate photographs using industry standard software and equipments.</p> <p>CO5. Apply image-manipulation and image management softwares for photography.</p>
	<p>Specialization Video Production</p>	<p>CO1. Discuss the nuances and techniques involved in indoor and outdoor productions.</p> <p>CO2. Analyse the principles of Video production.</p> <p>CO3. Apply the concepts and production principles in the creation and execution of production projects.</p> <p>CO4. Demonstrate the skills in handling camera, lighting and digital editing.</p> <p>CO5. Identify the audience and create different genres of production for the appropriate media.</p>
<p>Non Major Elective</p>	<p>Advertising Strategy – I</p>	<p>CO1. Evaluate the functions, social and economic implications of Advertising.</p> <p>CO2. Assess the different types of Advertising</p> <p>CO3. Discuss the role played by different players in Advertising</p> <p>CO4. Demonstrate the functions, merits and demerits of different Advertising medium.</p> <p>CO5. Apply ethics in Advertising.</p>
<p>Non Major Elective</p>	<p>Advertising Strategy – II</p>	<p>CO1. Examine the role played by Integrated Marketing Communication in branding and planning processes.</p> <p>CO2. Identify the external and internal influences on Consumer Behaviour.</p> <p>CO3. Plan an Environment Analysis as part of Advertising Strategy</p> <p>CO4. Compile a media brief for Brand Promotion</p> <p>CO5. Analyze Indian and International case studies to trace the recent trends in Advertising</p>

Program Name: B.Sc (Electronic Media)

Under Graduate Program in Science with specialization in Electronic Media

PSO 1	Exhibit higher order creative skills to execute television and radio production
PSO 2	Develop and produce simplified technical content and multimedia for electronic media
PSO 3	Plan, develop and implement communication for development projects at local, regional and global levels.
PSO 4	Pursue careers in digital media, television, films, video production, audio production, television journalism, photography and public relations.

Course Outcomes (CO)

Course Components	Subjects	Course outcome
Core	Development of Electronic Media	CO1: Describe the nature, scope and significance of Electronic Media. CO2: Trace the development of Television over the ages. CO3: Explain the growth of cinema, its types of film, documentaries. CO4: Explain the development of New age media. CO5: Enumerate the importance of telecommunication industry and its regulations
Core	2D Graphics	CO1: Demonstrate basic knowledge of Adobe Photoshop, Illustrator, and InDesign CO2: Analyze knowledge on work area in Adobe InDesign, Photoshop and Illustrator: Setting up Document, working with frames, Importing and editing, Typography and color CO3: Apply and integrate the elements, principles, materials and processes of two-dimensional design to create design
Allied	Understanding Visual Media	CO1: Apply skills associated with the use of painting mediums and supports CO2: Demonstrate their knowledge of art terminology and methodology by analyzing different art work CO3: Identify and apply color properties and concepts to create drawings and analyze elements of design to create lines, shapes, colors, and values that represent the natural object
Core	Audiography	CO1: Explain the Physics and Psychographs of sound. CO2: Design a studio by focusing on materials to be used dimensions acoustics. CO3: Analyze the various types of microphones used. CO4: Evaluate the digital recording process in live recordings. CO5: Integrating of sound for Cinema and Television.
Core	Radio Production	CO1: Explain the various aspects involved in production process in Radio Stations CO2: Describe the basis of radio programming, formats, scripts, sound effects, music and dialogue.

		<p>CO3: Explain the organization of a radio station.</p> <p>CO4: Evaluate the radio production techniques and tools.</p> <p>CO5: Creating an audio content for community radio station</p>
Allied	Basics of Production Design	<p>CO1: Demonstrate a variety of drawing materials such as graphite, charcoal, and pastels</p> <p>CO2: Create understanding on design and building up of props, costume design, drawings for set design construction</p> <p>CO3: Identify the concepts and fundamentals of perspective drawing</p>
Core	Photography	<p>CO1: Analyze in identifying the types of Dslr cameras, lenses for different photographic subjects like Indoor and Outdoor photography</p> <p>CO2: Demonstrate in working with the mechanism of digital camera techniques, exploring various lighting techniques and Visual Composition</p> <p>CO3: Apply creative knowledge on variety of photographic themes</p>
Core	Script Writing for Electronic Media	<p>CO1: Explain the scripting formats types and styles for Electronic Media.</p> <p>CO2: Evaluate the techniques of writing for commercial and announcements.</p> <p>CO3: Describe the various techniques of writing for different genres.</p> <p>CO4: Describe the various techniques of writing for different programmes.</p> <p>CO5: Analyze the techniques of writing for new media.</p>
Core	Media and Audience Studies	<p>CO1: Explain the integration of Media and Society.</p> <p>CO2: Define the media audience, its types - create a media audience analysis.</p> <p>CO3: Enumerate the connect between audience and culture based on theories.</p> <p>CO4: Explain the various approaches to media analysis.</p> <p>CO5: Explain the connect between Media and popular culture</p>
Allied	Broadcast News	<p>CO1: explain the news characteristics, ethics, technology</p> <p>CO2: Analyse the broadcast news formats</p> <p>CO3: Script a radio news production.</p> <p>CO4: Analyse a TV news Bulletin</p> <p>CO5: Explain the latest trends in News production.</p>
Elective	Entertainment Media Marketing	<p>CO1: Explain the significance of entertainment media</p> <p>CO2: Describe the concept of event marketing and its functions</p> <p>CO3: Analyse the necessary of radio audience, sales, time, production systems</p> <p>CO4: Trace the growth of the India Film industry, planning for merchandising based on films.</p> <p>CO5: Evaluate the Social media marketing</p>
Core	Broadcast Law and Ethics	<p>CO1: Explain the impact of media laws and broadcasting in India</p> <p>CO2: Describe the concept of broadcasting ethics</p> <p>CO3: Evaluate the laws governing the visual media.</p>

		<p>CO4: Describe the Broadcasting codes prevalent in India</p> <p>CO5: Evaluate the need for Cyber laws in India</p>
Core	TV Production	<p>CO1: Explain the nature of television medium and types of telecasting</p> <p>CO2:Analyse the production environment and differentiate the studio and outdoor production</p> <p>CO3:Analyse the nature of lights, the equipments, filters and reflectors</p> <p>CO4: Elaborate the basic editing techniques.</p> <p>CO5: Evaluate the three stages of video production.</p>
Core	Videography	<p>CO1: Identify the basic visual and conceptual elements that are common to all works of art</p> <p>CO2: Demonstrate knowledge of digital video camera operation, lighting and shooting techniques and digital video editing software</p> <p>CO3: Formulate conceptual framework for video art technique and an ability to articulate the ideas</p>
Allied	Interactive Multimedia	<p>CO1: Demonstrate proficiency with core visual skills for designing web pages that are easy to understand and use</p> <p>CO2: Familiarity with graphic design basics for the web, including these concepts: color, contrast, readability, effective text, imagery, attention maps</p> <p>CO3: Formulate to implement ideas pertaining to visual identity, including these concepts: Corporate video, Rhymes, Web banner</p>
Elective	Radio Programming	<p>CO1: Explain the history of radio, its growth and reach</p> <p>CO2: Evaluate the skills required for radio programming</p> <p>CO3:Assess the radio presentation skills required for effective speaking announcements, news reading, interviews</p> <p>CO4: Explain the radio production techniques</p> <p>CO5:Evaluate the broadcasting techniques, equipments, studio operations</p>
Core	3D Basics and Special Effects	<p>CO1: Identify working knowledge on basics of 3D, create logos, object creation using modifiers.</p> <p>CO2: Create a 3D environment to have a walk through experience</p> <p>CO3: Apply working knowledge on software on Studio 3D max</p>
Core	Video Production	<p>CO1: Demonstrate knowledge of digital video camera operation, lighting, shooting techniques and digital video editing software</p> <p>CO2: Assess skills associated with production techniques including shooting, logging, capturing, editing, lighting and sound</p> <p>CO3: Formulate variety of effects including compositing, motion effects, text generation and color correction</p>
Core	Media Aesthetics	<p>CO1: Explain the need and practices of media aesthetics</p> <p>CO2: Describe aesthetic experiences in film and television</p> <p>CO3: Analyse the aesthetic orientation functions</p> <p>CO4: Evaluate the connection between camera and angles, psychological uses of camera</p> <p>CO5: Evaluate the film structure for different genres and styles</p>
Core	Video Editing	<p>CO1: Differentiate between various editing functions</p> <p>CO2: Explain the editing preparation and process</p>

		<p>CO3: Evaluate the editing accessories, concepts and standards in sound editing</p> <p>CO4: Analyse the impact of continuity editing and complexity editing</p> <p>CO5: Integrating of sound, visuals and graphics using latest software</p>
Elective	Ad Production	<p>CO1: Analyse the elements of creative applications in the production of Ad Film making</p> <p>CO2: Assess creative strategy process and its stages on TV and Radio commercials.</p> <p>CO3: Apply production techniques for Radio and Television commercials with Jingles, Live Shooting, Animation and Special Effects</p>
Core	Elements of Film Studies	<p>CO1: Explain the growth of Indian film industry and International film industries</p> <p>CO2: Explain the film making process</p> <p>CO3: Evaluate the arrangement of the scenery, props etc on the stage of a theatrical production or on the set of a film.</p> <p>CO4: Describe the various forms and principles in films.</p> <p>CO5: Explain the importance of style as a formal system</p>
Core	Media Management	<p>CO1: Explain the media organization and its design, ownership.</p> <p>CO2: Evaluate the media entrepreneurship in the era of new media and technology</p> <p>CO3: Explain the economics of media, economic forces, managing revenue and cost factors</p> <p>CO4: Evaluate the project management in Media</p> <p>CO5: Strategize programmes in different media using case studies</p>
Core	Specialization Project (Video Production, Audio Production and Multimedia)	<p>CO1: Compile skills required to create quality media productions in story development, production design, Cinematography, audio and video editing techniques to produce a short film/documentary/docudrama</p> <p>CO2: Demonstrate hands on experience in field sound recording, Foley, ADR, sound effects gathering, scoring, digital audio editing and mixing for Podcasting, Radio Drama, Documentary, Jingles, R Jing</p> <p>CO3: Create and form an idea ad, short film, interactive site, web banner that uses animation</p>
Core	Appreciation and Analytical Study of Media	<p>CO1: Prepare knowledge in writing a dissertation and develop an appreciation for the aesthetic principles that guide or govern the art of film</p> <p>CO2: Outline and describe the roles of artistic contributions of film writers, directors, cinematographers, editors, actors, and set designers</p> <p>CO3: Demonstrate knowledge of the role of film genre within the context of Indian and World film history using the basic technical and artistic vocabulary of the film industry</p>

Program Name: M.A Communication

Post Graduate Program in Arts with specialisation in Communication

Program Specific Outcomes (PSO)

PSO 1	Apply the fundamentals of communications in various domains of journalism, media management, corporate communication research
PSO 2	Demonstrate creativity in the areas of advertising, Public Relations campaigns and film making.
PSO 3	Organize and deliver relevant media applications through effective written, verbal, graphical and virtual communications mediums.

Course Outcomes (CO)

Course Components	Subjects	Course outcome
Core	Introduction to Communication	CO1 Define the various facets of communication CO2 Explain the growth, structure, characteristics and issues in the Print Media CO3 Explain the growth, structure, characteristics and issues in the Electronic Media CO4 Critically examine various Communication models and strategies CO5 Describe the various theories on which the media industry is built upon
Core	Journalistic Skills	CO1 Explain the fundamental concepts of Journalism, types of news, various formats and the theories. Analyse the rights, duties and responsibilities of Journalists CO2 Distinguish between the various sources of news for different situations and the latest trends in gathering news CO3 Explain the fundamentals of the nuances of editing CO4 Critically examine the skills required to be a successful Journalist in various media CO5 Create a publication design and layout for different media
Core	Reporting And Writing	CO 1 Learning to report for various beats and write appropriately for the newspaper. CO 2 Exposure to the industry requirements of Journalism and they are trained to bring out a broadsheet with the accumulated reports collected over three months. CO 3 Evolve as a full-fledged journalist knowing all the nuances of the profession.

Core	Public Relations and Corporate Communications	<p>CO1 Explain the meaning, nature and functions of Public relations. Also enumerate the issues, models and trends of public relations</p> <p>CO2 Explain the tools and tactics required for the field of Public relations by focusing on its kinds</p> <p>CO3 Describe the need and functions of Corporate Communication</p> <p>CO4 Draft a plan for writing for select audience</p> <p>CO5 Analyse the importance of PR Research especially in the New Age Media</p>
Elective	Communication Psychology	<p>CO1 Explain the importance of listening as a tool of non-verbal Communication</p> <p>CO2 Describe the strategies of effective negotiation and the art of persuasion</p> <p>CO3 Enumerate the importance of working in teams and thus the need to develop people skills</p> <p>CO4 Critically evaluate the need for power and the process of politicking</p> <p>CO5 Interpret the various aspects of feedback mechanisms</p>
Elective	Basic Photography	<p>CO 1 Training in operating the DSLR camera and understand the technical dimensions.</p> <p>CO 2 Exposure to handle different categories of photography and the requirement to present the same</p> <p>CO 3 training in presenting their photographs in a professional way and create portfolio with the same</p>
Core	Development Communication	<p>CO1 Analyse the growth of Development Communication from a global perspective</p> <p>CO2 Interpret the various approaches to Development Communication</p> <p>CO3 Critically examine the alternative perspectives of Development Communication with reference to different entities</p> <p>CO4 Chart out the growth of development communication in India over the ages</p> <p>CO5 Learn the nuances of doing a grass root development campaign.</p>
Core	Media Management And Law	<p>CO1 Trace the various approaches to Management theories</p> <p>CO2 Analyse how Media is affected and influenced by Economic factors both at the Micro and Macro levels</p> <p>CO3 Examine the various facets of managing a media house</p> <p>CO4 Explain the provisions of the Indian Constitution which has a bearing on mass media and its functions</p> <p>CO5 Critically examine the various Acts and legal aspects relating to mass media through case studies.</p>
Core	Advertising	<p>CO1 Describe the basic concepts of advertising management, its process and its social implications</p> <p>CO2 Critically examine the role and functions of an Advertising agency</p>

		<p>CO3 Devise an audience specific advertising plan keeping in mind the entire media planning process</p> <p>CO4 Design a creative Advertising campaign for various target groups</p> <p>CO5 Identify potential areas for Market research and draft a research design for the same</p>
Core	Audio Visual Production	<p>CO1 Explain the basic concepts of radio production, the equipments used according to the type of broadcasting</p> <p>CO2 Evaluate the different type of creative writing, visualisation for different types of electronic media</p> <p>CO3 Enumerate the art of Direction and indoor/outdoor management for different types of production output</p> <p>CO4 Devise a thorough storyboard based on research on the theme chosen and fix responsibilities for the various aspects of production</p> <p>CO5 Differentiate between various types of cameras, filters, lighting effects, sound and visual effect</p>
Elective	Social Media Communication	<p>CO1 Describe the evolution of Social Media and its impact on the society</p> <p>CO2 Analyse the various tools used in Social Media</p> <p>CO3 Devise a plan for strategising the Social Media presence</p> <p>CO4 Evaluate the various laws applicable to Social Media and appreciate the ethics surrounding this ecosystem</p> <p>CO5 Identify the challenges in Social Media</p>
Elective	Advertising Strategy And Campaign	<p>CO 1 Training to conceptualize a campaign idea, build a strategy and execute an Ad campaign.</p> <p>CO 2 They are familiar with every single component of Integrated Marketing Communication. They will understand the essence of branding with varied product categories and will know the technique of reaching different target segment.</p> <p>CO 3 Knowledge to use the media to suit the strategy and their placement with rates. They are trained in research and budgeting of any campaign.</p>
Core	Print Journal	<p>CO 1 Training to write research based articles</p> <p>CO 2 Learn design software to produce Journal..</p> <p>CO 3 Learn to compile the articles into meaningful cohesion and learn to edit and fine tune the same..</p>
Core	Communication Research Methods	<p>CO1 Explain the nature, scope, theoretical framework of Communication Research</p> <p>CO2 Analyse a research situation using quantitative methods</p> <p>CO3 Identify areas where Qualitative Communication can be effectively used</p> <p>CO4 Apply Content and textual analysis in relevant areas of research</p> <p>CO5 Prepare an ethical research report</p>
Core	Audio Video Production II	<p>CO1 Learning the art of script writing, screen play and story board creation for various media requirements</p> <p>CO2 Explain the entire process of editing</p>

		<p>CO3 Integrating graphics and animation into the storyboard</p> <p>CO4 Identifying and recruiting the apt talent for the right roles for the onscreen and off screen requirements</p> <p>CO5 Execution of a Video production</p>
Core	Film Studies	<p>CO1 Explain the basic concepts and different stages of film making</p> <p>CO2 Trace the History of Cinema</p> <p>CO3 Understand the various genres of Cinema</p> <p>CO4 Analyse theories of Cinema in real life situations</p> <p>CO5 Updated with the recent Trends in film making and projection</p>
Core	Online Journal	<p>CO 1 Exposure to the production and packaging of Online journal.</p> <p>CO 2 The journal is meant to provide a platform for students to practice and sharpen their journalistic and writing skills for new media.</p> <p>CO 3 Selection and compilation of articles for online format.</p>
Elective	Information And Communication Technologies	<p>CO1 Explain the Basics of ICT and integrate into advanced ICT knowledge in the changing socio economic context</p> <p>CO2 Enumerate the impact of ICT on Radio</p> <p>CO3 Describe the growth of electronic media, new technologies using Case Studies</p> <p>CO4 Analyse the legal aspects governing the Telecom industry</p> <p>CO5 Understand the Socioeconomic context and developmental impact of ICT using Case studies</p>
Elective	Appreciation And Analysis Of Media	<p>CO 1 Prepare a critical analysis of radio and television programmes.</p> <p>CO 2 Explain the complete view of various genres and its conventions, gender and stereotypes.</p> <p>CO 3 Assess the application of various theories like semiotics, psychoanalysis, marxism, feminism etc.</p>
Core	Dissertation	<p>CO 1 The objective is to link research theory with practice and enable students to apply the concepts and methodologies of scientific research.</p> <p>CO 2 Training to use appropriate qualitative or quantitative methodology in their chosen fields.</p> <p>CO 3 Technique of analysing and interpreting their findings</p>
Elective	PR Campaign	<p>CO 1 Conduct a PR campaign as part of this paper, with intensive research with relevant topic or themes</p> <p>CO 2 Strategy for the campaign using necessary PR tools will be derived to execute the campaign.</p> <p>CO 3 Work in different Phases - Pre campaign phase, Campaign phase, Post campaign phase.</p>
Core	Project	<p>CO1 Intensive training in their chosen field of specialisation.</p> <p>CO2 Learning the work culture required for their organisational skills.</p> <p>CO3 Training to write a detailed report of their industry experience..</p>

Program Name: M.A Media Management

Post Graduate Program in Arts with specialisation in Media Management

Program Specific Outcomes (PSO)

PS01	Analyze and apply the Management Concepts in Media Industry.
PS02	Outline Entrepreneurship Ideations combined with Live Projects on par with emerging Trends in the Industry.
PS03	Establish socially conscious Media Practitioners, responsible and accountable in developing and disseminating content.
PS04	Demonstrate people management skills in the areas relating to Human Resources and Customer Relationship.

Course Outcomes (CO)

COURSE COMPONENTS	SUBJECTS	COURSE OUTCOME
Core	Mass Media Industry	CO1 Describe the power of mass media, its functions and role in society CO2 Define and analyze Media Business, Media Audience and Media Content CO3 Explain the importance of studying Media Economics and types of demand for media products CO4 Identify major Media Players and analyse Media Market in terms of performance, concentration and technology. CO5 Analyse case studies from the Print, Radio, Television and Film Industry.
Core	Management Principles	CO1 Define Management and outline the Basic Principles and Process of Management CO2 Compile basic techniques, factors and strategic consideration in planning and explain policy making as a guide to action in organization. CO3 Identify the need for organization and the factors to be considered in the establishment of an organization CO4 Demonstrate the need for coordination, control and performance standards in an organization CO5 Define communication and explain Principles of an effective communication and Outline business letter layout
	Public Relations	CO1 Define Public Relation and list down the functions and importance. CO2 Outline various Internal and External Public Relation elements.

Core		<p>CO3 Describe the importance of Media relations and training the management.</p> <p>CO4 Assess Corporate Communication, Corporate Identity, Corporate Image and Corporate Social Responsibilities</p> <p>CO5 Outline steps and execution of a PR Campaign.</p>
Core	Organizational Communication	<p>CO1 Define Communication and outline the functions and levels of communication.</p> <p>CO2 Write down approaches to Organizational communication and analyse Communication Network Structures</p> <p>CO3 List down dimensions of organizational structure and types of communication</p> <p>CO4 Assess the importance of Ethics in organizational communication</p> <p>CO5 Apply skill in drafting the layout & planning a business letter</p>
Elective	Event Management (P)	<p>CO1 Explain event and relate marketing and event management</p> <p>CO2 Outline types of events, event variations and event market</p> <p>CO3 Analyse the need to plan, organize staff and control for pre-event, event and post-event tasks</p> <p>CO4 Outline the relevance of Social media for promotion of events</p> <p>CO5 Plan, execute and evaluate a real-time event. Prepare a detailed report.</p>
Elective	Media Entrepreneurship	<p>CO1 Outline the Functions & Types of Entrepreneurs and analyse various Theories of Entrepreneurship</p> <p>CO2 List down the practices of successful Entrepreneurial Journalists and evaluate case studies of Indian and Global Media Entrepreneurs</p> <p>CO3 Explain Women Entrepreneurship and assess case studies and problems associated with it</p> <p>CO4 Develop entrepreneurial mindset and explore photography, audio-visual medium and film making</p> <p>CO5 Describe New Media Innovation and Digital Entrepreneurship to develop project proposal ideas for Entrepreneurship.</p>
Core		<p>CO1 Define Human Resource Management and explain its importance and Objectives</p> <p>CO2 Outline Human Resource Policies and Human Resource Planning</p> <p>CO3 Compile types of recruitment and factors involved in selection, transfer and promotion</p>

	Human Resource Management	<p>CO4 Demonstrate ranking and rating scales for performance evaluation and removing subjectivity</p> <p>CO5 Analyze effective administration of wages and salary of employees</p>
Core	Media Policy and Regulation	<p>CO1 Compile the specific provisions of Indian Constitution relating to mass media.</p> <p>CO2 Outline the basic Laws relating to media and analyse privileges and Liabilities of the press.</p> <p>CO3 Discuss important Acts relating to mass media.</p> <p>CO4 Perceive the code of conduct for advertising and the role and responsibilities of media.</p> <p>CO5 Describe media regulations relating to licensing and diversification.</p>
Core	Advertising Management	<p>CO1 Describe role of advertising as a business process and its types and benefits.</p> <p>CO2 Outline the functions of advertising agencies</p> <p>CO3 Identify the planning framework and decision making process of the consumer.</p> <p>CO4 Outline a strategy for advertising and plan a media to execute advertising campaign.</p> <p>CO5 Identify types of advertising research and evaluate case studies.</p>
Core	Integrated Marketing Communication	<p>CO1 Explain the role of advertisement and promotions in segmentation and define the role of IMC in enhancing brand equity.</p> <p>CO2 Compare traditional and modern media and plan the media for proper reach and frequency of advertisement.</p> <p>CO3 Outline different types of sales promotion and publicity.</p> <p>CO4 Identify the various promotional tools for Integrated marketing communications.</p> <p>CO5 Write down the social implications in marketing communication</p>
Elective	Advertising Campaign (P)	<p>CO1 Identify a LIVE client and design the advertisement layout</p> <p>CO2 Explore branding opportunities for advertising campaign.</p> <p>CO3 Plan and execute an advertising campaign</p>
Elective	Media Planning (P)	<p>CO1 Identify and choose a Brand from the existing ones. Outline the Industry, Company and Competitor profile for the chosen brand.</p> <p>CO2 Conduct a Market Analysis and outline the strategy.</p> <p>CO3 Plan Media Tracking and outline the Media Mix.</p>

<p style="text-align: center;">Core</p>	<p style="text-align: center;">Communication Research Methods</p>	<p>CO1 Explain the nature and Scope of Communication Research and outline the steps in the scientific research.</p> <p>CO2 Compile the quantitative methods applied in Scientific Research.</p> <p>CO3 Enumerate the qualitative methods applied in Scientific Research.</p> <p>CO4 Outline the steps in Quantitative content analysis and analyses the textual and qualitative approaches to study messages.</p> <p>CO5 Plan research in print media, electronic media, and advertising, PR or any new media and write Research Report.</p>
<p style="text-align: center;">Core</p>	<p style="text-align: center;">Customer Relationship Management</p>	<p>CO1 Define Customer Relationship Management and describe its types and concept.</p> <p>CO2 Plan customer relationship management to customer managed relationship.</p> <p>CO3 Compile and analyze data for Customer Research.</p> <p>CO4 Explain the role of CRM in business strategy and to plan and manage CRM projects.</p> <p>CO5 Identify the role of CRM in media industry.</p>
<p style="text-align: center;">Core</p>	<p style="text-align: center;">Crisis Management</p>	<p>CO1 Compare and contrast Issue Management and Crisis Management.</p> <p>CO2 Define Crisis and outline the organizational environment during a crisis and stage of public opinion in a crisis.</p> <p>CO3 Write down the role of PR in Crisis Management and apply the skills to manage a crisis.</p> <p>CO4 Outline the important elements that influence Successful Communication during crisis</p> <p>CO5 Prepare a crisis manual for an organization</p>
<p style="text-align: center;">Core</p>	<p style="text-align: center;">Brand Management</p>	<p>CO1 Describe Product Management and Product Strategy over life cycle.</p> <p>CO2 Outline the financial and Social Value of brands</p> <p>CO3 Discuss the brand building, brand positioning and brand personality</p> <p>CO4 Define goodwill and explain brand performance and equity</p> <p>CO5 Assess need for brand extensions and case studies relating to it</p>
<p style="text-align: center;">Elective</p>	<p style="text-align: center;">Basis of Marketing Management</p>	<p>CO1 Define marketing and analyze needs and trends in the Micro and Macro environment.</p> <p>CO2 Analyze Consumer markets and Consumer Behaviour.</p>

		<p>CO3 Apply marketing research concept and explain the scope of marketing research.</p> <p>CO4 List down the Marketing Research Techniques for the Launch of a New Brand/ Product.</p> <p>CO5 Identify product lines and Brands and design product mix and pricing strategies.</p>
Elective	Social Media Management (P)	<p>CO1 Source a real-time client. Define the fundamentals of Social Media.</p> <p>CO2 Use social media tools like blogs; manage content for the client on his social media accounts.</p> <p>CO3 Devise a detailed strategy using Social Media Marketing and analyse their performance.</p> <p>CO4 Explain the Ethical Challenges involved in Social Media.</p> <p>CO5 Practically apply techniques of utilizing Social Media within the regulations.</p>
Elective	Celebrity Management (P)	<p>CO1 Identify a real-time celebrity, work on his image building strategy. Relate celebrity culture and the audience and explain celebrity as part of popular culture and parasocial relationship.</p> <p>CO2 Apply Brand Management strategies to celebrity management and assess case studies relating to crisis management for celebrities.</p> <p>CO3 Outline celebrities as endorsers for brands and evaluate case studies in Celebrity Endorsement that explains their image.</p> <p>CO4 Frame the questionnaire and select sample for celebrity image audit and impact studies.</p> <p>CO5 Submit a report compiling and analyzing all the professional activities of the celebrity with the help of media tracking and suggests ways in which celebrity can enhance his image.</p>
Core	Public Relations Campaign (P)	<p>CO1 Select a concept for PR campaign.</p> <p>CO2 Plan strategies and monitor to execute implementation of PR campaign.</p> <p>CO3 Document and submit a report.</p>
Core	Dissertation (P)	<p>CO1 Choose an area of study and apply the concept and right methodologies to achieve objectives.</p> <p>CO2 Describe the importance of Review of Literature.</p> <p>CO3 Plan the statistical measure for analysis of the data and its interpretation.</p> <p>CO4 Write a formal report with the findings and suggestions</p>

Program Name: B.Sc. Food Science and Management

**Under Graduate Program in Science with Specialization in Food
Science and Management**

Program Specific Outcomes (PSO)

PSO1	Impart fundamental knowledge of Food science, Nutrition, Food chemistry, Microbiology, Biochemistry, Food processing and Food quality systems.
PSO2	Apply management theories in fostering entrepreneurial skills
PSO3	Impart technical skills in food analytics.
PSO4	Demonstrate skill-sets relevant to careers in food processing, preservation, product development and quality control.
PSO5	Strengthen domain knowledge in Food Science for advance reading in National and International Institutions.

Course Outcomes (CO)

Course Component	Subject	Course Outcomes
Core	Basics Of Food Preparation	CO1- Outline the basic cooking principles. CO2- Discuss equipment handling procedures with emphasis on sanitation. CO3- Devise different methods for preparing stocks, soups and salads. CO4- Acquire knowledge on the different types of legumes and the fundamentals of sandwich making. CO5- Explain the general rules of vegetable & fruit cookery; beverage classification.
Core	Principles Of Management	CO1- Identify the roles, skills, qualities and competencies required of a manager. CO2- Gain an in-depth knowledge of importance and process of planning and decision making. CO3- Classify the types of organization and departmentation. CO4- Evaluate the styles of leadership and its enablers. CO5- Determine the importance of control and coordination.
Allied	Physical Sciences Of Food	CO1- Identify physical variables in food and prepare standard solutions. CO2- Explain concepts of chemical bonding and discuss influence of chemical bonds on physical properties of food molecules. CO3- Outline the laws of thermodynamics and compile its applications in food processing. CO4- Apply chemical kinetics in food processing and preservation. CO5- Analyze the principles of pH and buffers.
Core	Food Science –I	CO1- Discuss the basics of Food Science. CO2- Analyze the composition of cereals and sugars and their role in cookery.

		<p>CO3-Gain knowledge on composition and nutritive value of pulses and legumes.</p> <p>CO4- Identify the importance of nuts and oilseeds.</p> <p>CO5- Explain the function of spices and classification beverages.</p>
Core	Basic Physiology	<p>CO1- Outline the structural organization in the human body and the concept of homeostasis.</p> <p>CO2- Explain the anatomy and physiology of heart and its functions.</p> <p>CO3- Demonstrate the functioning of respiratory organs and the mechanism of gaseous exchange.</p> <p>CO4- Outline the functioning of excretory system and reproductive system.</p> <p>CO5- Discuss the endocrine system and functioning of endocrine organs.</p>
Allied	Food Chemistry	<p>CO1- Analyze the physiochemical properties of water and the significance of water activity.</p> <p>CO2- Outline the properties and functions of food carbohydrates.</p> <p>CO3-Discuss the properties and functions of lipids.</p> <p>CO4- Explain the functional role of proteins.</p> <p>CO5- Classify vitamins and minerals and analyze factors affecting stability.</p>
Core	Food Science –II	<p>CO1- Acquire the knowledge on composition, nutritive value of milk and milk products.</p> <p>CO2- Classify egg and fleshy foods and discuss their role in cooking.</p> <p>CO3- Describe the significance of vegetables and fruits in cookery.</p> <p>CO4- Explain the role of preservatives, flavouring agents and emulsifiers in the food industry.</p> <p>CO5- Develop adequate knowledge about the emerging trends in food technology</p>
Core	Food Microbiology	<p>CO1- Identify the characteristics of microorganisms.</p> <p>CO2- Outline the factors affecting food spoilage.</p> <p>CO3- Recognize different controlled methods to prevent spoilage.</p> <p>CO4- Acquire knowledge on beneficial and pathogenic microorganism.</p> <p>CO5- Gain skill to detect and enumerate microorganisms in food.</p>
Core	Food Merchandising	<p>CO1- Discuss the trends in marketing and its effect on consumer's lifestyles and demand for food products.</p> <p>CO2- Analyze the strategies of production and marketing in the retail sector and evaluate the importance of consumer demand.</p> <p>CO3- Assess the marketing and management tool in food merchandising and gain knowledge on private brands.</p> <p>CO4- Describe the basic principles in store design and display.</p> <p>CO5-Demonstrate signage and errors in display using the elements of design.</p>
Allied	Introductory Nutrition	<p>CO1- Explain the functions of carbohydrates and their role in energy balance.</p> <p>CO2- Outline the classification and functions of proteins and lipids.</p> <p>CO3- Classify micronutrients and discuss water and electrolyte balance.</p>

		<p>CO4- Acquire knowledge on the nutritional aspects of adulthood.</p> <p>CO5- Gain knowledge on nutrition through growing years.</p>
Elective	Baking Science And Techniques	<p>CO1- Gain understanding on baking techniques.</p> <p>CO2- Identify the ingredients used in bakery.</p> <p>CO3- Demonstrate the preparation methods of dough and tarts.</p> <p>CO4- Prepare quality breads through efficient bread making process</p> <p>CO5- Demonstrate the knowledge of various types of cakes/cookies and their preparation method</p>
Core	Food Sanitation And Quality Control	<p>CO1- Explain the various concepts of quality and identify regulatory organisations.</p> <p>CO2- Gain knowledge on quality control programs, systems, food laws and regulations.</p> <p>CO3- Apply the approaches, systems, and tools used to assure quality control in the food industry.</p> <p>CO4- Analyse the various practices of standardized sanitation procedures for food safety and training in hygiene and inspection.</p> <p>CO5- Discuss the principles, scope and regulatory aspects of HACCP.</p>
Core	Food Packaging	<p>CO1- Conceive a strategy and design for food packaging.</p> <p>CO2- Create an understanding of packaging.</p> <p>CO3- Outline the applications of conventional and novel techniques of food packaging.</p> <p>CO4- Design innovative food packaging systems.</p> <p>CO5- Assess environmental issues in packaging.</p>
Core	Food Analysis	<p>CO1- Demonstrate skills in sample preparation for analytical procedures.</p> <p>CO2- Compile all the chemical analytical procedures for nutrient analysis.</p> <p>CO3- Gain knowledge on the principles and applications of spectroscopy in food analysis.</p> <p>CO4- Demonstrate the chromatographic techniques.</p> <p>CO5- Acquire adequate knowledge in the physical methods of food analysis.</p>
Allied	Nutritional Biochemistry	<p>CO1- Describe biochemical pathways relevant to nutrient metabolism.</p> <p>CO2- Analyse the metabolism of carbohydrates, lipids and proteins.</p> <p>CO3- Demonstrate the principles underlying biochemical process in the human body and the energetics involved in biochemical activities of the body.</p> <p>CO4- Demonstrate the integration and regulation of the metabolic pathway.</p> <p>CO5- Perform biochemical analysis that is relevant in the investigation of nutrient metabolism.</p>
Core	Therapeutic Nutrition	<p>CO1- Gain knowledge on various feeding techniques and specialised nutrition support.</p> <p>CO2- Explain the various parameters involved in planning and preparation of diets for gastro intestinal disorders.</p> <p>CO3- Analyse diet modification for diseases of liver, gall bladder and cardio-vascular diseases.</p>

		<p>CO4- Discuss fat, carbohydrate-controlled diets for diabetes mellitus.</p> <p>CO5- Formulate protein, mineral and fluid modified diets for chronic kidney diseases.</p>
Core	Nutrition And Menu Development - Practical	<p>CO1- Gain knowledge in extensive meal planning for all therapeutic conditions.</p> <p>CO2- Plan and prepare therapeutic diets with food costing parameters.</p> <p>CO3- Demonstrate the changing needs of the society and lifestyle modifications.</p>
Core	Marketing Research And Consumer Behaviour	<p>CO1- Analyze and discuss central issues in the area of marketing research.</p> <p>CO2- Construct research instruments for conducting simple survey-based research.</p> <p>CO3- Explain various facets of Consumer Behaviour concepts, theories and their application in the current business environment.</p> <p>CO4- Demonstrate an understanding of the theoretical framework of consumer behaviour, identify key concepts and relate to issues of scientific legitimacy.</p> <p>CO5- Plan and execute a research project by using a range of research skills to assess the consumer decision making process.</p>
Core	Food Design	<p>CO1- Create awareness on food needs and consumer preferences.</p> <p>CO2- Familiarise with the various types of cuisines.</p> <p>CO3- Demonstrate the role of functional food.</p> <p>CO4- Explain the concept of new product development.</p> <p>CO5- Formulate sensory evaluation procedures.</p>
Elective	Diet Counselling	<p>CO1- Play the role of a dietician as an individual, team and community.</p> <p>CO2- Demonstrate motivational interviewing and scientific interpretation</p> <p>CO3- Develop effective aids to educate community and media to a larger population.</p>
Elective	Principles Of Food Processing And Preservation	<p>CO1- Describe the basic principles of food processing.</p> <p>CO2- Outline the process of preservation by drying concentration and evaporation.</p> <p>CO3- Gain knowledge on the novel food processing methods.</p> <p>CO4- Analyse the process of preservation by low temperature and fermentation</p> <p>CO5- Discuss the recent food processing and preservation methods.</p>
Core	Food Entrepreneurship	<p>CO1- Identify the fundamental concepts of entrepreneurship with food industry.</p> <p>CO2- Demonstrate the various processes involved in starting an enterprise.</p> <p>CO3- Gain knowledge on designing a business proposal.</p> <p>CO4- Discuss the various legal parameters involved in starting a food business.</p> <p>CO5- Prepare profitability statements, cost sheet and assess financial needs of a business proposal.</p>

<p style="text-align: center;">Core</p>	<p style="text-align: center;">Post Harvest Technology</p>	<p>CO1- Demonstrate the importance of post-harvest handling of agro commodities.</p> <p>CO2- Gain knowledge on various storage practices, packing methods and commodity pre-treatments.</p> <p>CO3- Explain the physical, thermal properties of cereal grains, harvesting and threshing.</p> <p>CO4- Acquire knowledge on storage and handling of cereal grains and legumes</p> <p>CO5- Discuss the processing of tea, coffee and cocoa.</p>
<p style="text-align: center;">Core</p>	<p style="text-align: center;">Food Supply Chain Management</p>	<p>CO1- Apply the basic concepts of food supply chains and food production.</p> <p>CO2- Identify the principles of food manufacturing, retailing and food packaging logistics.</p> <p>CO3- Demonstrate the processes involved in the designing, building, and delivering of products to the customers.</p> <p>CO4- Gain knowledge on the techniques, technology and metrics required to coordinate with operations and supply chain partners.</p> <p>CO5- Analyse the main driving force in supply chain with technological innovation and new business models.</p>

Program Name: M.Sc. (Food Technology and Management)

**Post Graduate Program in Science with Specialization in Food
Technology and Management**

Program Specific Outcomes (PSO)

PSO 1	Introduce planning and management of the food production processes from raw material to finished product.
PSO 2	Gain knowledge of regulations in food quality and provide insights into cutting edge technologies in the realm of food analytics.
PSO 3	Nurture skill sets to transform theoretical knowledge for new food product development.
PSO 4	Perform scientific experiments, document data and interpret results based on statistics.
PSO 5	Develop motivated postgraduates to fill the roles of food scientists, research associates, food quality control/assurance officers and independent entrepreneurs.

Course Outcomes (CO)

Course Component	Subject	Course Outcome
Core	Food Chemistry and Nutrition	CO1- Define the importance of physiological properties of water. CO2- Discuss the properties of various constituents of foods and their interactions. CO3- Identify micro & macro nutrients and their functional role in foods. CO4- Elaborate the basic food groups, its composition and requirements. CO5- Explain energy balance and evaluate the protein quality of foods.
Core	Food and Industrial Microbiology	CO1- Develop an understanding on types and control measures for prevention of spoilage. CO2- Explain the microbial growth processes in fermentation. CO3 - Gain knowledge on the microbial production of nutrients. CO4 – Acquire learning skills in the detection of microbes. CO5 - Provide knowledge in the types of equipment(s) used in different types of food fermentation in food industry and the ability to differentiate between probiotics and prebiotics in terms of its production.
Core	Principles of Food Processing – I	CO1- Gain knowledge on principles, mechanism and application of various technologies in food processing. CO2 - Outline the raw material preparation and its effect on processing equipment selection. CO3 - Enhance the knowledge in heat processing and preservation. CO4 - Critically analyse various unit operations for processing and preservation by dry heat. CO5 – Discuss the processing and preservation methods by low temperature and fermentation technology.
Core	Food Quality Systems	CO1- Explain concepts of quality and its benefits to food industry. CO2 – Discuss food safety and quality management systems and enforcement of food laws. CO3 – Gain knowledge on approach systems, tools and techniques to control food quality. CO4 – Analyse practical approaches in HACCP design systems for quality control.

		<p>CO5 –Apply various practices in sanitation and standard procedures in relation to HACCP.</p>
Core	Management Practices For Food Industries	<p>CO1- Understand various functions, principles, levels and scope of management and develop skills relating to management.</p> <p>CO2- Gain knowledge of the various production techniques used in food industry and identify and implement the best technique for optimum utilization of available resources resulting in cost -reduction.</p> <p>CO3-Comprehend financial options available in the market to raise finance for running food industries and understand the scope and functions of finance in successful running of a food industry.</p> <p>CO4- Have an awareness of the marketing environment and formulate various marketing strategies.</p> <p>CO5- Develop the concepts of human resource management and devise different policies in Recruitment / training of personnel.</p>
Elective	Food Biotechnology	<p>CO1- Communicate concepts of molecular biology and tissue culture.</p> <p>CO2- Explain techniques of recombinant DNA technology.</p> <p>CO3- Demonstrate applications of transgenic organisms in food and nutrition.</p> <p>CO4- Analyze applications of enzymes in food industry.</p> <p>CO5- Utilize online tools and programs for analysis of biological data.</p>
Core	Techniques In Food Analysis	<p>CO1- Identify different sampling methods/techniques used in food and nutrition research.</p> <p>CO2 – Demonstrate the spectroscopic techniques for food analysis.</p> <p>CO3 –Explain separation techniques and radioactive counting technique.</p> <p>CO4 -Acquire knowledge about chromatographic separation techniques.</p> <p>CO5 - Gain knowledge in special technique such as immunoassay and thermal methods in food analysis.</p>
Core	Fruit and Vegetable Technology	<p>CO1-Provides insights into specific products and process related factors in the processing of fruits and vegetables.</p> <p>CO2 - Develop knowhow of industrial processing of fruits and vegetables for pulp, puree and concentrates.</p> <p>CO3 – Develop knowhow in the processing of pickles, chutney and sauces using various fruits and vegetables.</p> <p>CO4 -Identify techniques for processing of fruits for the manufacturing of squashes, syrups jams and jellies.</p> <p>CO5 - Acquaint with various methods of storage that assist in prolonging the shelf-life of fruit and vegetables.</p>
Core	Principles of Food Processing – II	<p>CO1- Acquire knowledge on the different emerging techniques used in food processing and preservation.</p> <p>CO2 –Explain the various post processing operations used for food products.</p> <p>CO3 -Interpret the role of packaging materials in preservation of foods</p> <p>CO4 -Apply innovative techniques in filling and sealing of containers.</p> <p>CO5 - Enhance skills in handling equipments for material handling, store and distribution.</p>

Core	Food Additives and Ingredients	<p>CO1- Explain functions, risks and benefits of food additives.</p> <p>CO2- Identify applications of preservatives, sweeteners and emulsifiers in food processing.</p> <p>CO3- Analyse uses of natural and synthetic colours in food industry and assess the challenges in the use of food additives.</p> <p>CO4- Discuss generation of flavours during food processing.</p> <p>CO5- Outline laws and regulations for use of food additives.</p>
Elective	Marketing and Advertising	<p>CO1- Define the principle, practises and application of marketing an industry scenario.</p> <p>CO2 –Gain knowledge on overall marketing, planning and organization.</p> <p>CO3 –Evaluate various decisions concerning product, packaging and branding.</p> <p>CO4 –Appreciate and evaluate various promotional management strategies.</p> <p>CO5- Devise suitable techniques for advertisement planning and execution.</p>
Elective	Nutritional Biochemistry	<p>CO1- Outline bioenergetics and explain chemiosmotic hypothesis.</p> <p>CO2- Discuss carbohydrate metabolism in the body.</p> <p>CO3- Demonstrate mobilization of lipids and inborn errors of metabolism.</p> <p>CO4- Analyze integration and regulation of metabolic pathways.</p> <p>CO5- Communicate concepts of membrane biochemistry and acid base balance.</p>
Core	Cereals, Pulses and Oilseeds Technology	<p>CO1 -Acquire knowledge on the structural composition and physical properties of grains.</p> <p>CO2 -Develop an understanding on the production and utilisation of processed wheat products.</p> <p>CO3 - Discuss the physicochemical characteristics of rice, parboiling of rice and aging of rice.</p> <p>CO4 - Gain knowledge on processing and milling of millets.</p> <p>CO5 - Explain processing and storage of legumes and oil seeds.</p>
Core	Milk and Milk Products Technology	<p>CO1- Recognize the techniques and technologies of processing market milk and special milks</p> <p>CO2 -Gain knowledge in the manufacturing methods and quality control parameters of condensed milk and dried milk</p> <p>CO3 -Analyse the techniques in manufacturing and quality analysis of cream and butter.</p> <p>CO4 -Understand the methods of manufacture and defects in ice cream and cheese.</p> <p>CO5- Outline the methods of manufacture of indigenous milk products.</p>
Core	Meat, Poultry and Fish Technology	<p>CO1- Acquire knowledge on the technology for nutritional characteristics, handling, processing, and preservation used for eggs.</p> <p>CO2 –Classify meat and discuss the biochemical changes in meat after slaughtering.</p> <p>CO3- Gain knowledge in preservation of meat using antibiotics , irradiation, chilling, freezing and thermal processing</p> <p>CO4- Discuss the quality characteristics of poultry products and equipments used for processing operations.</p>

		<p>CO5- Outline the techniques for handling , processing , preserving fish products.</p>
Core	Research Methodology	<p>CO1-Define the basics of research. CO2-Identify the appropriate research and data collection method. CO3-Apply the optimal measurement and scaling techniques. CO4-Analyse and interpret the data collected. CO5-Present the results of the research</p>
Elective	Bakery and Confectionery Technology	<p>CO1- Explain quality parameters of raw ingredients and evaluate their rheological properties. CO2 - Apply and understand the role of technology in product formulation and analysis. CO3 - Analyse and interpret the quality characteristics of confectionery ingredients CO4- Devise method for evaluation of baked products. CO5 - Demonstrate skills involved in design and production of various baked products confectionary.</p>
Elective	Food Product Development	<p>CO1- Familiarize with food prototypes or food concepts and transfer abstract ideas to practical solutions for effective product development CO2 - Understand various aspects of research and development of new product development. CO3 - Analyse and understand consumer behaviour. CO4- Acquire and integrate skills in planning, organizing and undertaking new product development projects. CO5 – Plan and design for sensory evaluation and sensory tests.</p>
Elective	Beverage Technology	<p>CO1- Appreciate and learn the role and uses of ingredients in beverage formulation CO2 -Identify and create functional and speciality beverages utilizing functional ingredients to meet the market needs. CO3 - Gain knowledge about specially beverages based on tea , coffee , cocoa , spices , isotonic and sports drinks CO4- Explain manufacturing and quality evaluation of various alcoholic beverages. CO5 – Demonstrate knowhow on the quality standards of bottled water.</p>
Elective	Plantation Crops and Spices Technology	<p>CO1- Explain concepts coffee processing and manufacture of instant coffee. CO2- Evaluate various methods of tea processing and quality evaluation and grading of tea. CO3- Discuss cultivation and processing of major and minor spices for manufacture of essential oils and oleoresins. CO4- Identify microbial and chemical contaminants in spices and control measures. CO5- Outline cocoa processing and manufacture of chocolates.</p>

Department Of English

Course Outcomes (CO) For Programs in Business Stream offering English in the First Year

Classes: I year BBA, B.Com (Accounting & Finance), B.Com (Corporate Secretaryship), B. Com (Marketing Management) & B.Com (Honours)

Course Component	Course Name	Course Outcomes
Foundation Course	General English	<p>CO1: Enhance competency of critical thinking skills of students. Master the art of descriptive writing.</p> <p>CO2: Develop a creative appreciation of language by introducing them to poetry.</p> <p>CO3: Learn to raise significant questions, reach well-reasoned conclusions, weigh alternative systems of thought, and write as means of intellectual inquiry and creative expression</p> <p>CO4: Develop verbal & non-verbal communication through role play, build confidence and create an interactive learning atmosphere.</p> <p>CO5: Enhance Reading skills and understand how to represent their experience and ideas critically, creatively, and persuasively through the medium of language.</p>
Foundation Course	Business English	<p>CO1:. Expand their vocabulary related to business organisation and products. Increase their knowledge of key business concepts worldwide</p> <p>CO2: Enhances the usage of specialist vocabulary and jargons in global market</p> <p>CO3: Accurately and effectively use language in office/ business communication</p> <p>CO4: Recognise and master different features of different genres of business correspondence.</p> <p>CO5: Communicate confidently and make effective presentations in business situations</p>

Course Outcomes (CO) For Programs in Non - Business Stream offering English in the First Year

Classes: I Year B.Sc. Mathematics, B.Sc. Computer Science, B.Sc. Psychology, B.Sc. Food Science & Management, B.Sc. Electronic Media, B.Sc. Visual Communication, BCA, B.A. Journalism, B.A. Economics and B.A. Sociology

Course Component	Course Name	Course Outcomes
Foundation Course	General English	<p>CO1: Enhance competency of critical thinking skills of students. Master the art of descriptive writing.</p> <p>CO2: Develop a creative appreciation of language by introducing them to poetry.</p> <p>CO3: Learn to raise significant questions, reach well-reasoned conclusions, weigh alternative systems of thought, and write as means of intellectual inquiry and creative expression</p> <p>CO4: Develop verbal & non-verbal communication through role play, build confidence and create an interactive learning atmosphere.</p> <p>CO5: Enhance Reading skills and understand how to represent their experience and ideas critically, creatively, and persuasively through the medium of language.</p>

Foundation course	English II	<p>CO1 : Strengthens the ability in reading and writing by having learners engage in a range of communicative tasks and activities</p> <p>CO2: Expand the learner’s use of grammatically correct and culturally appropriate language in speaking and writing for effective communication in a variety of interpersonal and academic situations.</p> <p>CO3: Enhances competence in evaluating and synthesizing information in specialized written communication</p> <p>CO4: Exhibit effective unity, support, coherence, and mechanics in paragraphs thereby refining knowledge of essential forms of writing in a work environment.</p> <p>CO5: Encourage the use of strategies, such as contextualization of new vocabulary, use of previewing, skimming and scanning techniques, and knowledge of text organization and discourse markers, to aid the comprehension of written and spoken language.</p>
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Course Outcome For Programs offering English in the Second year

Classes: II B.A. Journalism, B.A. Economics, B.A. Sociology, B.Sc. Mathematics, B.Sc. Computer Science and B.Sc. Psychology

Course Component	Course Name	Course Outcome
Foundation Course	English III	<p>CO1: Improves the usage of English by specifically utilizing mass communication.</p> <p>CO2: Enhances the language competency of the students through audio visual and print media.</p> <p>CO3: Inculcates the knowledge of compositional skills which in turn aids in understanding the different writing techniques.</p> <p>CO4: Apply the process and practices of writing for various applications.</p> <p>CO5: Students understand and evaluate the nuances of skimming, scanning, summarizing, editing, proof reading and structuring.</p>
Foundation Course	English IV	<p>CO1: Acquaints the students with contemporary literature forms.</p> <p>CO2: Exposes the students to a variety of social issues and to train them to express their views effectively.</p> <p>CO3: Formulates critical responses to themes, genres of world literature.</p> <p>CO4: Students ‘analytical thinking is developed while imbibing ethical and cultural values through various forms of literature.</p> <p>CO5: Students are able to analyse texts with an awareness and curiosity for voices within and across cultures.</p>

Department Of Tamil

Course Outcomes (CO) for all Under Graduate Programs

COURSE COMPONENT	SUBJECT	COURSE OUTCOME
Foundation Course அடிப்படைத் தமிழ்	பொதுத்தமிழ் I	<p>CO1: மொழிக் குடும்பம் பற்றி அறிந்துகொள்ளுதல்.</p> <p>CO2: சங்க இலக்கியம், சங்கம் மருவிய கால இலக்கியம் மற்றும் காப்பிய இலக்கியங்கள் குறித்து விரிவாக அறிந்து கொள்ளல்.</p> <p>CO3: சங்க இலக்கியம், சங்கம் மருவிய கால இலக்கியம் மற்றும் காப்பிய இலக்கியங்கள் குறித்து விரிவாக அறிந்து கொள்ளல். குறுந்தொகை, அகநானூறு, புறநானூறு ஆகியவற்றின் வரலாறு மற்றும் சில பாடல்களின் மூலம் ஓளவையின் தமிழ் மீது அதியமான் கொண்ட பற்றினை அறிதல்.</p> <p>CO4: காப்பியங்களின் வகைமைகளை அறிதல் சிலப்பதிகாரத்தில் கோவலன் கண்ணகியின் திருமணக்காட்சியின் வழி அக்கால தமிழர் திருமண முறையினை அறிதல். கம்பராமாயணத்தில் கைகேயி மற்றும் கூனியின் பாத்திரப்படைப்பின் வழி சூழ்ச்சியின் தீமையினை அறிதல்.</p> <p>CO5: எழுத்துக்களின் பிறப்பு முறையினை அறிதல்</p>
Foundation Course அடிப்படைத் தமிழ்	பொதுத்தமிழ் II	<p>CO1: பக்தி இலக்கியத்தைப்பற்றி விரிவான அறிவு பெறுதல். பண்டைத் தமிழர்களின் பக்தி முறைகளை அறிந்து கொள்ளுதல். சிற்றிலக்கியம் பற்றி விரிவான அறிவு பெறுதல்</p> <p>CO2: அன்பு, விருந்தோம்பல் பண்பு, குழந்தைச் செல்வத்தின் சிறப்பு ஆகியவற்றை திருவள்ளுவரின் குறள் வழி அறிதல் சமூகத்திற்கு திருவள்ளுவர் கூறிய அறக்கருத்துகளைப் பற்றி அறிந்து கொள்ளுதல். தன்னம்பிக்கை மற்றும் பேசுகின்ற சொல்லின் முக்கியத்துவம் பற்றியும் அறிந்து கொள்ளுதல்.</p> <p>CO3: தமிழ் மொழிக்கு சைவ சமயம் செய்த தொண்டினை அறிந்து கொள்ளுதல். ஆழ்வார்கள் தமிழ் மொழியின் வளர்ச்சிக்கு வழிவகுத்தமையை அறிந்து கொள்ளுதல்.</p> <p>CO4: சொல்லின் வகைகளை அறிதல். திணை, பால், எண், இடம் ஆகியவற்றின் தன்மைகள் குறித்து அறிதல். பத்து வகை அணிகளை அறிதல்.</p> <p>CO5: திட்ட வரைவின் அவசியத்தை அறிதல். தான் படித்த விஷயத்தை சுருக்கி எழுத பழகியமை, கவிதையின் பொருளைப் படித்து அறிந்து கொள்ளல். வேலை வாய்ப்பு விண்ணப்பத்தைப் பார்த்து கடிதம் எழுத அறிந்து கொள்ளல்.</p>

Course Outcomes (CO) for Under Graduate Programs offering Tamil in the Second Year

Foundation Course அடிப்படைத் தமிழ்	பொதுத்தமிழ் III	<p>CO1: கணினித் தமிழ்ப் பற்றியும், தற்காலத்தில் தமிழ்மொழிப் பயன்பாட்டில் கணினியின் இன்றியமையாமை குறித்தும் அறிதல்.</p> <p>CO2: படைப்பிலக்கிய உத்திகளை அறிந்து கொள்ளுதல்</p> <p>CO3: தமிழ் இலக்கியச் சூழலில் பெண்ணியத் தாக்கம் குறித்து அறிதல்.</p> <p>CO4: மொழிபெயர்ப்பின் தேவை மற்றும் பயன் குறித்து அறிதல்</p> <p>CO5: பத்திரிகை மொழிபெயர்ப்பின் முக்கியத்துவம் பற்றி தெரிந்து கொள்ளல்.</p>
Foundation Course அடிப்படைத் தமிழ்	பொதுத்தமிழ் IV	<p>CO1: தமிழில் வெளிவரும் முதன்மையான இதழ்களை வாசிக்கும் பழக்கம் ஏற்படல்.</p> <p>வானொலியின் பல்வேறு பண்பலைகளை கவனித்து அவைகளின் தாக்கம் குறித்த கருத்தை அறிதல். தொலைக்காட்சியில் ஒளிபரப்பாகும்</p>

		<p>செய்திகளை கவனித்து, சமூகத்தில் தங்களைச் சுற்றி நிகழும் நிகழ்வுகளை கவனித்து செய்திகளை உருவாக்கும் திறன் ஏற்படல்.</p> <p>CO2: சமூக விழிப்புணர்வு படங்கள் குறித்த அறிவு பெறல், படைப்பாற்றல் வளர்தல், பேச்சாற்றல் வளர்தல், சிந்தனைத் திறன் மேம்படல்.</p> <p>CO3: நாவல் வாசிப்பின் மூலம் சமூக அவலங்களை அறிதல். நாவல் குறித்த புரிதலைப் பெறுதல். பிற நாவல்களை வாசிக்கும் ஆர்வம் வெளிப்படல்.</p> <p>CO4: இலக்கண நூலான தொல்காப்பியம் பற்றி அறிதல். மெய்ப்பாடுகளை உணர்தல்.</p> <p>CO5: நன்னூல் இலக்கணம் பற்றி அறிதல். மாணவருக்கான இலக்கணம் பற்றி அறிதல். நூல்களில் இருக்க வேண்டிய பத்து அழகுகள். இருக்கக் கூடாத பத்து குற்றங்கள் குறித்த அறிவினைப் பெறுதல்</p>
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Department Of Hindi

Course Outcomes (CO) for all Under Graduate Programs

Course Component	Course Name	Course Outcomes
Foundation Course	Hindi-I	<p>CO1: Strengthen the basic concepts of Hindi Vyakaran- Vilom, Paryayvachi and Vakya Shuddha Karo.</p> <p>CO2: Convert the conceptual knowledge to practical applications of Grammar & Functional Hindi- Technical words & official letters.</p> <p>CO3: Know about prominent Sant Kavis and their poetry.</p> <p>CO4: Develop knowledge of Aadikaal history of Hindi literature.</p> <p>CO5: Develop knowledge of very famous Hindi stories and their messages.</p>
Foundation Course	Hindi-II	<p>CO1: Strengthen the basic concepts of Hindi Grammar – Vilom, Paryayvachi, Kaal & Kriya.</p> <p>CO2: Convert the conceptual knowledge to practical applications of Grammar & Functional Hindi -Translation.</p> <p>CO3: Improve skills to gain knowledge of history of Hindi Literature of prominent poets of Reetikaal & Aadhunik Kaal who participated actively in freedom fight through their poetry.</p> <p>CO4 : Improve skills to gain knowledge of history of Hindi Literature especially origin of Hindi short stories, novels and plays.</p> <p>CO5: Develop knowledge of famous Hindi stories , plays and their messages.</p>

Course Outcomes (CO) for Under Graduate Programs offering Hindi in the Second Year

Foundation Course	Hindi-III	<p>CO1: Strengthen the basic concepts of Hindi grammar, Vakya Shuddha Karo, Vilom & Paryayvachi.</p> <p>CO2: Gain knowledge of Chhayavad in history of Hindi literature .</p> <p>CO3: Know about the prominent Hindi Magazines which helped in freedom fight.</p> <p>CO4 : Develop knowledge of prominent Chhayavadi poets .</p> <p>CO5: Develop knowledge of Anuvaad Ke Siddhant in functional Hindi.</p>
Foundation Course	Hindi-IV	<p>CO1: Strengthen the basic concepts of Hindi Grammar –Rasas & Alankar.</p> <p>CO2: Demonstrate to write and speak Hindi . Convert the conceptual knowledge to practical applications of Functional Hindi.</p> <p>CO3: Improve their skills in written and spoken Hindi & to gain knowledge of history of Modern Hindi Literature especially Pragativaad, Prayogvaad & Nai Kavita.</p> <p>CO4: Develop knowledge of prominent progressive poets of Hindi and their work.</p> <p>CO5: Improve very famous modern Hindi essays , short plays and their messages.</p>

Department Of Sanskrit

Course Outcomes (CO) for all Under Graduate Programs

Course Component	Course Name	Course Outcomes
Foundation Course	Sanskrit- I	CO1- Apply the correct form of nouns and verbs. CO2- Analyze the content value of the story. CO3- Analyze the elements of SWOT in the Panchatantra. CO4- Illustrate the figure of speech. CO5- Identify the poetic elements present in the lesson.
Foundation Course	Sanskrit- II	CO1- Apply the concept of pronouns. CO2- Recognise the variety of lyric poetry and understand the content value of the extract. CO3- Examine the extract as a Mahakavya. CO4- Analyse the philosophical content of the devotional lyric. CO5- Express the essence of didactic poems.

Course Outcomes (CO) for Under Graduate Programs offering Sanskrit in the Second Year

Foundation Course	Sanskrit- III	CO1- Classify the variety of prose and appreciate prose romance. CO2- Enhance vocabulary and reading skills. CO3- Examine the descriptive ability of the author. CO4- Evaluate the content of the prose extract. CO5- Identify and illustrate the figure of speech (prescribed).
Foundation Course	Sanskrit- IV	CO1- Identify the types of Dramas. CO2- Examine the variety of dramatic elements. CO3- Summarize the content of the play. CO4- Analyze the plot and sentiment of the play. CO5- Illustrate and explain the prescribed poetic metres.

Department Of French

Course Outcomes (CO) for all Under Graduate Programs

COMPONENTS	SUBJECT	COURSE OUTCOME
Foundation Course	French I	<p>CO1: Compile a list of vocabulary and analysing the gender. Identifying the regular and irregular verbs in present tense.</p> <p>CO2: Prepare a list of countries with their nationalities. Compare interrogation in English and French.</p> <p>CO3: Analyse and conjugate irregular verbs and explain demonstrative adjective.</p> <p>CO4: Explain the possessive adjective and how negation is done in French.</p> <p>CO5: With the acquired knowledge on grammar and vocabulary listening to short stories and rhymes.</p>
Foundation Course	French II	<p>CO1: Demonstrate how a pronominal verb is conjugated and its uses. Communicate and analyse daily routine in French.</p> <p>CO2: Discuss about how one can sell and buy in French. Explain interrogative adjective.</p> <p>CO3: Formulate a list of vocabulary for food. Explain partitif and near future.</p> <p>CO4: Explain Passe compose and discuss an event in the past.</p> <p>CO5: Acquire basic writing skills in present and past tense.</p>

Course Outcomes (CO) for Under Graduate Programs offering French in the Second Year

Foundation Course	French III	<p>CO1: Explain the use of passe simple and identify the tense in the fairy tales.</p> <p>CO2: Analyse the writings of Saint Exupery</p> <p>CO3: Revise the fairy tale sleeping beauty and analyse the vocabulary in French.</p> <p>CO4: Use adverbs and prepare a passage in past tense.</p> <p>CO5: Critique a French film or a novel</p>
Foundation Course	French IV	<p>CO1: Analyse the story Three wishes and Princess and the pea</p> <p>CO2: Revise the grammar Conditional present and analyse the works of Albert Camus.</p> <p>CO3: Discuss the Greek mythology of Icarus</p> <p>CO4: Identify the different sentence patterns and different tenses.</p> <p>CO5: Communicate and discuss how to narrate a story.</p>