



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

### **PROGRAM OUTCOMES**

#### **DOCTORAL PROGRAM IN COMMERCE**

1. Critically apply theories, methodologies, and knowledge to address fundamental questions in the primary area of study
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

#### **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

#### **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

**Program Name: MBA**

**Post Graduate Program in Business Administration**

**Program Specific Outcomes (PSO)**

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

**Course Outcomes (CO)**

<b>Course Component</b>	<b>Course</b>	<b>Course Outcomes</b>
<b>Core</b>	<b>Management Principles</b>	<b>CO1</b> : Explain the evolution of management thought and basic principles and process of management <b>CO2</b> : Plan and apply creativity in decision making leading to business success <b>CO3</b> : Recognise the need for organisation structure and authority responsibility relationships <b>CO4</b> : Identify the techniques of coordination and control <b>CO5</b> : Write basic business letters and communication
<b>Core</b>	<b>Accounts For Business Decision Making</b>	<b>CO1</b> : Prepare income statement, balance sheet, fund and cash flow statements <b>CO2</b> : Apply tools of ratio analysis <b>CO3</b> : Install a system of budgetary control preparing functional budgets <b>CO4</b> : Prepare a cost sheet <b>CO5</b> : Calculate break-even point and CVP analysis of a business
<b>Core</b>	<b>Organisational Behaviour</b>	<b>CO1:</b> Identify the foundations of individual behaviour <b>CO2:</b> Evaluate the theories of motivation <b>CO3:</b> Interpret group behaviour and dynamics <b>CO4:</b> Explain the theories of leadership <b>CO5:</b> Develop effective stress management techniques to cope with work related stressors and understand the need for organisational change and culture
<b>Core</b>	<b>Legal Framework Of Business</b>	<b>CO1</b> : Define the essential elements of a contract including contract of sale <b>CO2</b> : Know the legal provisions relating to negotiable instruments <b>CO3</b> : Gain an overview of labour laws <b>CO4</b> : Identify the rights and remedies available to a consumer <b>CO5</b> : Explain the legal formalities pertaining to formation, management and working of companies and partnerships

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

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

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

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

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

**Course Outcomes (CO)**

<b>Core</b>	<b>Managerial Concepts And Business Ethics</b>	<b>CO1 :</b> Define the fundamental principles of management and the role of a professional manager <b>CO2 :</b> Apply the principles of planning and decision making in everyday life <b>CO3 :</b> Gain an understanding of organisation structures, authority - responsibility flow and the need for control and coordination <b>CO4 :</b> Demonstrate the ability in ethical decision making and leadership <b>CO5 :</b> Evaluate the CSR sustainability of business decisions
<b>Core</b>	<b>Personnel Management</b>	<b>CO1 :</b> Identify the importance and scope of Human Resource Management/Personnel Management in an organisation <b>CO2 :</b> Design and implement Human Resource plans and policies <b>CO3 :</b> Develop an action plan for recruitment, selection and performance management <b>CO4 :</b> Critically evaluate the various training techniques that can be used for Human Resource Development <b>CO5 :</b> Explain the significance of HR Accounting and auditing , HRIS and international practices in knowledge management
<b>Core</b>	<b>Organisational Behaviour</b>	<b>CO1:</b> Identify the foundations of individual behaviour <b>CO2:</b> Evaluate the theories of motivation <b>CO3:</b> Interpret group behaviour and dynamics <b>CO4:</b> Explain the theories of leadership <b>CO5:</b> Develop effective stress management techniques to cope with work related stressors and understand the need for organisational change and culture
<b>Core</b>	<b>Labour Legislations</b>	<b>CO1 :</b> Gain an overview on the emergence, core principles and judicial backdrop of labour laws <b>CO2 :</b> Classify and summarise the important provisions of the laws relating to working conditions of employees

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



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

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

**Program Name: B.B.A.**

**Under Graduate Program in Business Administration**

**Program Specific Outcomes (PSO)**

<b>PSO1</b>	Display strong foundation in functional areas of management to pursue post-graduation in chosen area of specialisation
<b>PSO2</b>	Imbibe professional competence and social responsibility for corporate citizenship
<b>PSO3</b>	Apply the management knowledge in operational and strategic decision making
<b>PSO4</b>	Demonstrate leadership and team skills required for successful careers in global business environment
<b>PSO5</b>	Develop Business Skills that will empower effective contribution towards nation's economic development

**COURSE OUTCOMES (CO)**

<b>Course Component</b>	<b>Course Name</b>	<b>Course Outcomes</b>
<b>Core</b>	<b>Financial Accounting</b>	<b>CO1:</b> Discuss the basic theory, concepts and practice of financial accounting in a work environment. <b>CO2:</b> Prepare a Bank Reconciliation Statement and evaluate the reasons for discrepancies <b>CO3:</b> Record basic accounting transactions and prepare annual financial statements <b>CO4:</b> Evaluate the surplus deficit of Non-Profit Organizations and prepare its final statement of accounts. <b>CO5:</b> Compare and interpret the different methods of depreciation for various types of assets.
<b>Core</b>	<b>Principles of Management</b>	<b>CO1:</b> Identify the roles, skills, qualities and competencies required of a manager <b>CO2:</b> Explain the importance and process of planning and decision making <b>CO3:</b> Classify the types of organisation and departmentation <b>CO4:</b> Evaluate the styles of leadership and its enablers <b>CO5 :</b> Determine the importance of control and coordination in management
<b>Allied</b>	<b>Business Statistics and Operations Research</b>	<b>CO1:</b> Recognize the importance of measures of central tendency/dispersion and use them for analysis and data interpretation. <b>CO2:</b> Determine the degree of relationship between variables using correlation and their linear relationship through regression analysis. <b>CO3:</b> Use CPM and PERT techniques in planning, scheduling and controlling project activities. <b>CO4:</b> Employ optimal strategies and take decisions in competitive situations. <b>CO5:</b> Apply appropriate tools of decision analysis for effective planning and management in an organisation.

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

<b>Core</b>	<b>Entrepreneurship Development and Small Business Management</b>	<p><b>CO1:</b> Identify the meaning, factors, qualities, functions and types of entrepreneurship</p> <p><b>CO2:</b> Know the parameters to assess the opportunities and constraints for New Business Ideas</p> <p><b>CO3:</b> Determine the nuances involved in setting up a Business</p> <p><b>CO4 :</b>Explain the concept of family business management</p> <p><b>CO5:</b> Prepare and implement a B Plan</p>
<b>Allied</b>	<b>Data Management and Analysis Using Spread Sheets</b>	<p><b>CO1:</b>Describe the basics of spread sheets</p> <p><b>CO2:</b>Use functions and formulae used in managing data</p> <p><b>CO3:</b> Learn, enter, protect and handle data</p> <p><b>CO4:</b> Depicting data using charts</p> <p><b>CO5:</b> Analysing data and preparing reports</p>
<b>Elective</b>	<b>Digital Marketing</b>	<p><b>CO1 :</b> Explain the role and importance of digital marketing in a rapidly changing business landscape.</p> <p><b>CO2 :</b> Develop appropriate content and blog posts for marketing campaigns.</p> <p><b>CO3 :</b> Demonstrate advanced practical skills in common digital marketing tools such as SEO, SEM, Social media and Blogs.</p> <p><b>CO4 :</b> Measure the effectiveness of a digital marketing campaign using analytics reports.</p> <p><b>CO5 :</b> Create and design a digital advertisement.</p>
<b>Elective</b>	<b>Change and Innovation Management</b>	<p><b>CO1:</b>Define change management and analysing the types and models</p> <p><b>CO2:</b>Determine the role of change agents and change implementation</p> <p><b>CO3:</b>Identify the types of organisational culture</p> <p><b>CO4:</b>Define Innovation management</p> <p><b>CO5:</b>Explain the nuances of managing innovation</p>
<b>Core</b>	<b>Research Methods</b>	<p><b>CO1:</b>Identify the objectives of research, types, process and importance</p> <p><b>CO2:</b>Define and formulate the research problem</p> <p><b>CO3:</b>Design a sampling design and framing a hypothesis</p> <p><b>CO4:</b>Determine the sources of data, methods and scaling techniques for analysis</p> <p><b>CO5:</b>Interpret the results and drafting a research report</p>
<b>Core</b>	<b>Personnel Management and Industrial Relations</b>	<p><b>CO1:</b>Explain the concept of HR planning</p> <p><b>CO2:</b>Formulate the process of recruitment to the training and development stage</p> <p><b>CO3:</b>Prepare a performance appraisal and remuneration technique</p> <p><b>CO4:</b>Analyse the importance of participative management</p> <p><b>CO5:</b>Gain knowledge on labour legislations</p>
<b>Core</b>	<b>Financial Management</b>	<p><b>CO1:</b>Discuss the scope, goals and the objectives of Financial Management including the role of finance managers</p> <p><b>CO2:</b> Compute the “Cost of Capital” that impacts the capital structure decisions for a business.</p> <p><b>CO3:</b>Discuss the various Dividend theories</p> <p><b>CO4:</b> Assimilate the concept of operating cycle and the estimation of working capital needs.</p>

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

<b>Core</b>	<b>Introduction to E-Commerce</b>	<p><b>CO1:</b> Outline the modalities and application of E-Commerce</p> <p><b>CO2:</b> Create an awakening on security threats and risks in E-Commerce</p> <p><b>CO3:</b> Analyse web-based marketing sales and promotion</p> <p><b>CO4:</b> Identify support services for E-Commerce</p> <p><b>CO5:</b> Apply legal concepts in E-Commerce dealings</p>
<b>Elective</b>	<b>Tax and Investment Planning</b>	<p><b>CO1:</b> Examine on investment fundamentals</p> <p><b>CO2:</b> Arrive at investment decisions</p> <p><b>CO3:</b> Evaluate the regulatory and procedural aspects in investment</p> <p><b>CO4:</b> Summarise tax implications in investment</p> <p><b>CO5:</b> Compile an investment plan based on retirement, insurance and estate planning</p>
<b>Core</b>	<b>Operations Management</b>	<p><b>CO1:</b> Gain an insight into fundamentals of production and operations management</p> <p><b>CO2:</b> Formulate a product design</p> <p><b>CO3:</b> Verify the suitability of plant provision and layout</p> <p><b>CO4:</b> Identify the importance of production planning and quality control</p> <p><b>CO5:</b> Determine the types of work study and measurements</p>
<b>Core</b>	<b>Retail Marketing</b>	<p><b>CO1:</b> Examine the role of the key drivers of retail change with the advancement of technology</p> <p><b>CO2:</b> 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><b>CO3:</b> 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><b>CO4:</b> 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><b>CO5:</b> 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><b>CO6 :</b> Apply digital marketing as a tool for e-tailing</p>
<b>Core</b>	<b>International Trade</b>	<p><b>CO1:</b> Differentiate between International trade and domestic trade, influences of various theories of trade.</p> <p><b>CO2:</b> Assess the impact of rate of exchange on international trade.</p> <p><b>CO3:</b> Evaluate the impact of various trade policies on an organization's international business opportunities.</p> <p><b>CO4:</b> Analyse the impact of statutory and regulatory compliance of various International organizations and integrative trade initiatives at International level by these organizations.</p> <p><b>CO5:</b> Assess India's foreign trade position..</p>

**Programme Name: M.Com (General)**

**Post Graduate Programme in Commerce**

**Program Specific Outcomes (PSO)**

<b>PSO 1</b>	Exhibit acute decision making skills in the areas of Accounting, Business management, Taxation and Law.
<b>PSO 2</b>	Collaborate with faculty to write scholarly research articles and undertake active research work
<b>PSO 3</b>	Acquire knowledge in analytical tools and technical skills to participate in the modern business accounting and finance related domains
<b>PSO 4</b>	Equipped with managerial and entrepreneurial skills

**Course Outcomes (CO)**

<b>Course Component</b>	<b>Course Name</b>	<b>Course Outcomes</b>
<b>Core</b>	<b>Advanced Financial Accounting</b>	<b>CO1:</b> Analyze the various accounting concepts and methods involved in depreciation accounting and reconciliation and documentation involved in financial accounting system <b>CO2:</b> Evaluate the principles and procedures of accounting and their application to different practical situations and preparation of final accounts <b>CO3:</b> Prepare balance sheets of a non – profit organization. <b>CO4:</b> Prepare hire purchase accounts and single entry system in an organization. <b>CO5:</b> Prepare the accounting framework for a branch and various departments.
<b>Core</b>	<b>Corporate Accounting</b>	<b>CO1:</b> 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 <b>CO2:</b> Assess the accounting treatment of issue and redemption of preference shares and debentures. <b>CO3:</b> Identify the professional standards, principles and procedures regarding preparation of final accounts of a company <b>CO4:</b> Compute the value of goodwill and shares under different methods and its applicability. <b>CO5:</b> Assess different methods of alteration of share capital and will be familiarized with the provisions relating to alteration of share capital and capital reduction.
<b>Core</b>	<b>Corporate &amp; Industrial Law</b>	<b>CO1:</b> 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. <b>CO2:</b> Compile the legal provisions relating to Directors of a company <b>CO3:</b> Outline the legal provision of various enactments including Competition Act, SEBI and prevention of Money Laundering <b>CO4:</b> Identify the provisions related to Industrial and Labour Laws.



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

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

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

		<p><b>CO2:</b> 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><b>CO3:</b> Discuss the functioning of WTO and the tariff barriers</p> <p><b>CO4:</b> Explain about world financial environment.</p> <p><b>CO5:</b> Demonstrate Global Competitiveness, Export Management, Joint Ventures Technology and Global Competition</p>
<b>Extra Disciplinary Elective</b>	<b>Research Methodology</b>	<p><b>CO1:</b> Define the basics of research</p> <p><b>CO2:</b> Identify the appropriate research and data collection method</p> <p><b>CO3:</b> Apply the optimal measurement and scaling techniques</p> <p><b>CO4:</b> Analyse and interpret the data collected</p> <p><b>CO5:</b> Present the results of the research</p>
<b>Project</b>		<p><b>CO1:</b> Plan and execute independent research projects on various topics relevant to the study and publish research articles.</p> <p><b>CO2:</b> Plan and develop research as their career.</p> <p><b>CO3:</b> 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**

<b>PSO 1</b>	Display strong foundation in functional areas of accounting and finance to pursue post-graduation in chosen area of specialization and professional courses.
<b>PSO 2</b>	Prepare and present complete set of Financial Statements of an organization in accordance with applicable laws and guidelines of the country.
<b>PSO 3</b>	Demonstrate skillful interpretation and application of relevant laws prevalent in the country.
<b>PSO 4</b>	Analyze and respond to the environmental changes on a pro-active basis to stay ahead of the curve.
<b>PSO 5</b>	Demonstrate leadership and comprehensive skill-sets (professional and soft skills) to be an ethical professional in their respective career paths.

**COURSE OUTCOMES (CO)**

<b>COURSE COMPONENT</b>	<b>COURSE</b>	<b>COURSE OUTCOME</b>
<b>Core</b>	<b>Financial Accounting</b>	<b>CO1</b> : Discuss the basic theory, concepts and practice of financial accounting in a work environment. <b>CO2</b> : Prepare a Bank Reconciliation Statement and evaluate the reasons for discrepancies <b>CO3</b> : Record basic accounting transactions and prepare annual financial statements <b>CO4</b> : Evaluate the surplus deficit of Non-Profit Organizations and prepare its final statement of accounts. <b>CO5</b> : Compare and interpret the different methods of depreciation for various types of assets.
<b>Core</b>	<b>Principles Of Management</b>	<b>CO1</b> : Identify the roles, skills, qualities and competencies required of a manager <b>CO2</b> : Explain the importance and process of planning and decision making <b>CO3</b> : Classify the types of organisation and departmentation <b>CO4</b> : Evaluate the styles of leadership and its enablers <b>CO5</b> : Determine the importance of control and coordination in management
<b>Allied I</b>	<b>Statistics</b>	<b>CO1</b> : Appreciate measures of Central Tendency as an effective tool of evaluation in varied fields. <b>CO2</b> : Recognize the importance of measures of dispersion, correlation and regression and use them in data interpretation. <b>CO3</b> : Apply appropriate statistical tools in testing of hypothesis to draw conclusions.

		<p><b>CO4</b> : Implement the methods for analysing time series to measure cyclical variations.</p> <p><b>CO5</b> : Perform calculations using index numbers to detect changes and obtain seasonal indices.</p>
<b>Core</b>	<b>Advanced Financial Accounting</b>	<p><b>CO1</b> : Discuss the different methods of maintaining accounts of branches</p> <p><b>CO2</b> : Allocate common expenses to the various departments and thus prepare the accounts</p> <p><b>CO3</b> : Differentiate between Hire Purchase and Installment accounting</p> <p><b>CO4</b> : Prepare the accounts of a partnership firms based on changes in the constitution of the firm.</p> <p><b>CO5</b> : Appraise the insolvency situation in a partnership firm and make a justifiable distribution of firms</p>
<b>Core</b>	<b>Marketing Management</b>	<p><b>CO1</b> : Analyze the relevance of marketing concepts and theories in evaluating the impact of environmental changes on marketing planning, strategies and practices.</p> <p><b>CO2</b> : Apply the conceptual frameworks, consumer behaviour theories and techniques to various marketing contexts.</p> <p><b>CO3</b> : Formulate a marketing plan including marketing objectives, strategies, budgetary considerations and evaluation criteria.</p> <p><b>CO4</b> : Identify and plan an organization's marketing mix to generate better sales and profits.</p> <p><b>CO5</b> : Analyze, synthesis information and derive insights related to the future developments in the field of marketing management</p>
<b>Allied</b>	<b>Managerial Economics</b>	<p><b>CO1</b> : Define the different economics concepts in decision making and elaborate the objectives of modern business firm.</p> <p><b>CO2</b> : Explain and graphically illustrate cardinal and ordinal utility demand, elasticity and supply</p> <p><b>CO3</b> : 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><b>CO4</b> : Distinguish between the various forms of market and firm equilibrium, Also</p> <p><b>CO 5</b> : Evaluate Different methods of pricing</p>
<b>Non-Major Elective</b>	<b>Personal Portfolio</b>	<p><b>CO1:</b> Appreciate the importance self-image and develop a personal portfolio</p> <p><b>CO2:</b> Conduct a self-SWOT analysis and achieve self-development with a clear framework.</p> <p><b>CO3:</b> Preparation of an effective sales pitch (for self), drafting an effective CV, and enhancing the power of personal style.</p> <p><b>CO4:</b> Develop personal professionalism through good grooming.</p>

		<b>CO5:</b> Demonstrate confident personality with self-belief and personality power.
<b>Core</b>	<b>Corporate Accounting</b>	<p><b>CO1 :</b> 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><b>CO2 :</b> Assess the accounting treatment of issue and redemption of preference shares and debentures.</p> <p><b>CO3 :</b> Identify the professional standards, principles and procedures regarding preparation of final accounts of a company</p> <p><b>CO4 :</b> Compute the value of goodwill and shares under different methods and its applicability.</p> <p><b>CO5 :</b> 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>
<b>Core</b>	<b>Practical Auditing</b>	<p><b>CO1:</b> Describe the qualities expected of an auditor including professional ethics.</p> <p><b>CO2:</b> Explain the importance of Audit programme and vouching.</p> <p><b>CO3:</b> Demonstrate abilities to verify assets and liabilities.</p> <p><b>CO4:</b> Discuss the provisions for appointment of auditors and demonstrate ability to write an audit report.</p> <p><b>CO5:</b> Application of audit procedures in an e-audit environment</p>
<b>Core</b>	<b>Legal Systems Of Business</b>	<p><b>CO1:</b> Explain the influence of Indian Contract Act,1872 on Commercial Transactions.</p> <p><b>CO2 :</b> Apply the concepts of Sale of Goods Act,1930 on a sale contract.</p> <p><b>CO3 :</b> Assess the Impact of IPR on Business.</p> <p><b>CO4 :</b> Analyse the legal system and appropriate areas of law that affect business (Banking, Finance and Insurance Companies)</p> <p><b>CO5 :</b> Determine the Rights and Remedies available to the Consumers</p>
<b>Allied</b>	<b>Entrepreneurship Development And Small Business Management</b>	<p><b>CO1:</b> Identify the meaning, factors, qualities, functions and types of entrepreneurship</p> <p><b>CO2:</b> Know the parameters to assess the opportunities and constraints for New Business Ideas</p> <p><b>CO3:</b> Determine the nuances involved in setting up a Business</p> <p><b>CO4:</b> Explain the concept of family business management</p> <p><b>CO5:</b> Prepare and implement a B Plan</p>
<b>Choice Based Elective</b>	<b>Data Management and</b>	<p><b>CO1:</b> Describe the basics of spread sheets</p> <p><b>CO2:</b> Use functions and formulae used in managing data</p> <p><b>CO3:</b> Learn, enter, protect and handle data</p>

	<b>Analysis Using Spread Sheets</b>	<b>CO4:</b> Depicting data using charts <b>CO5:</b> Analyzing data and preparing reports
<b>Choice Based Elective</b>	<b>U- Commerce</b>	<b>CO1:</b> Explain the fundamentals of U-Commerce <b>CO2:</b> Comprehend the applicability of Big Data and Digital Dashboards <b>CO3:</b> Awareness of digital marketing and advertising tools. <b>CO4:</b> Gain knowledge on application of startup Guides <b>CO5:</b> Demonstrate skills to map inter-dependence of technology in day to day life.
<b>Core</b>	<b>Advanced Corporate Accounting</b>	<b>CO1:</b> Demonstrate clear understanding of M&A deals and the relevant accounting treatment <b>CO2:</b> Prepare Liquidator's final statement of accounts <b>CO3:</b> Preparation of the final accounts of insurance and banking companies in prescribed format <b>CO4:</b> Prepare consolidated profit and loss account and Balance sheets of Banking companies. <b>CO5:</b> Preparation of Consolidated Balance Sheet as per AS-21
<b>Core</b>	<b>International Trade</b>	<b>CO1 :</b> Differentiate between International trade and domestic trade, influences of various theories of trade. <b>CO2 :</b> Assess the impact of rate of exchange on international trade. <b>CO3 :</b> Evaluate the impact of various trade policies on an organization's international business opportunities. <b>CO4 :</b> Analyse the impact of statutory and regulatory compliance of various International organizations and integrative trade initiatives at International level by these organizations. <b>CO5 :</b> Assess India's foreign trade position.
<b>Core</b>	<b>Company Law</b>	<b>CO1:</b> Explain the formation, management and other activities of incorporation <b>CO2:</b> Analyze the important regulations pertaining to the issue of shares and related fund raising mechanisms. <b>CO3:</b> Discuss the complete legal structure of a corporate entity. <b>CO4:</b> Appreciate the criticality of Memorandum and Articles of Association of a company. <b>CO5:</b> Compare and contrast the different modes of winding up of a public company and Consequences of winding up
<b>Allied IV</b>	<b>Operation Research with software application</b>	<b>CO1 :</b> Formulate practical situations into a linear programming problem and derive conclusions. <b>CO2 :</b> Apply transportation/ assignment techniques in resource mobilization/job allocation in any organization.



		<p><b>CO3</b> : Use CPM and PERT techniques in planning, scheduling and controlling project activities.</p> <p><b>CO4</b> : Employ optimal strategies and take decisions in competitive situations.</p> <p><b>CO5</b> : Select appropriate tools of decision analysis for effective planning and management in any business environment.</p>
<b>Inter Disciplinary Elective</b>	<b>Personal Investment Planning</b>	<p><b>CO1:</b> Explain and appreciate nuances of various investment opportunities available in the Indian Market.</p> <p><b>CO2:</b> Give a detailed description of gilt edged securities, post office schemes, equity shares and other financial assets.</p> <p><b>CO3:</b> Explain the functionalities and participants of the stock exchange primary and secondary market, by-laws related to financial markets.</p> <p><b>CO4:</b> Compute and interpret stock indices, the NSE, BSE, Demonstrate knowledge on DEMAT accounts.</p> <p><b>CO5:</b> Compare and contrast features of Mutual Funds, money market instruments and commodity trading.</p>
<b>Inter Disciplinary Elective</b>	<b>Hospitality Management</b>	<p><b>CO1:</b> Outline the roles and responsibilities of a hospitality manager and the scope of hospitality industry</p> <p><b>CO2:</b> Identify market opportunities, formulate a solid business plan and evaluate franchising options.</p> <p><b>CO3:</b> Summarize the roles and responsibilities of HR manager, create a productive work climate, management of conflict</p> <p><b>CO4:</b> Collaborate marketing of hospitality products and relationship with customers, identify service gaps</p> <p><b>CO5:</b> Create and build an online presence</p>
<b>Inter Disciplinary Elective</b>	<b>Consumer Awareness Education</b>	<p><b>CO1:</b>Awareness of consumer rights and responsibilities from a legal perspective</p> <p><b>CO2:</b> Analyze different segments of customers with their characteristic features</p> <p><b>CO3:</b>Prepare an effective casefile as a consumer, responding appropriately to problematic situations</p> <p><b>CO4:</b> Awareness of Grievance redressal mechanism available as a citizen.</p> <p><b>CO5:</b> Appreciate and ideate on various CSR initiatives for corporate entities.</p>
<b>Core</b>	<b>Elements Of Cost Accounting</b>	<p><b>CO1</b> : 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><b>CO2</b> : Value Stock and calculate labor costs and records them under different methods</p> <p><b>CO3</b> : Compute the apportionment of overheads under various methods</p> <p><b>CO4</b> : Discuss the various methods of costing and their applicability to business.</p> <p><b>CO5</b> : Prepare the procedure of process costing and service sector costing.</p>
<b>Core</b>	<b>Income Tax Law and Practice-I</b>	<p><b>CO1:</b> Apply all the important definitions under income tax, Residential status and also income exempt from tax</p> <p><b>CO2:</b> Compute the salary income of an individual</p> <p><b>CO3:</b> Compute income from House Property</p> <p><b>CO4:</b> Assess the income taxable from other sources</p> <p><b>CO5:</b> Plan and apply relevant deductions against total income for individuals.</p>
<b>Core</b>	<b>Financial Reporting</b>	<p><b>CO1:</b> Advise on the applicability and procedural aspects of Indian Accounting Standards.</p> <p><b>CO2:</b> Examine all accounting standards, along with its technical nuances of application.</p> <p><b>CO3:</b> Interpret IND AS Financial statements and appreciate the difference from the current framework.</p> <p><b>CO4:</b> Awareness of financial reporting procedures for financial institution.</p> <p><b>CO5:</b> Aware of all latest developments in the field of Financial reporting.</p>
<b>Core</b>	<b>Income Tax Law and Practice II</b>	<p><b>CO1:</b> Calculate the taxable business income</p> <p><b>CO2:</b> Compute capital gains and deductions under sec 54</p> <p><b>CO3:</b> Analyze Set off and carry forward provisions for the losses against incomes of various heads</p> <p><b>CO4:</b> Plan and claim deductions under various sections.</p> <p><b>CO5:</b> Calculate the taxable income of an individual and state the laws of assessment</p>
<b>Elective</b>	<b>Stock and Commodity Trading</b>	<p><b>CO1:</b> Identify the strategies followed by investment practitioners</p> <p><b>CO2:</b> Illustrate the nuances of trading in the secondary market- Spot market, Derivative and commodity markets- identification and interpretation of technical charts and price patterns.</p> <p><b>CO3:</b> Identify the right kind of investment to be made.</p> <p><b>CO4:</b> Detail the security settlement procedures</p> <p><b>CO5:</b> Strive to be aware of commodity trading and its market potential</p>

<p style="text-align: center;"><b>Core</b></p>	<p style="text-align: center;"><b>Elements Of Management Accounting</b></p>	<p><b>CO1:</b> Analyse and interpret financial statements  <b>CO2:</b> Analyse ratios for decision making  <b>CO3:</b> Interpret Cash and Fund Flow Statements  <b>CO4:</b> Apply the concepts of budgeting and marginal costing in a business decision-making context.  <b>CO5:</b> Analyze and calculate the various cost and sales variances</p>
<p style="text-align: center;"><b>Core</b></p>	<p style="text-align: center;"><b>Financial Management</b></p>	<p><b>CO1:</b> Discuss the scope, goals and the objectives of Financial Management including the role of finance managers  <b>CO2:</b> Compute the “Cost of Capital” that impacts the capital structure decisions for a business.  <b>CO3:</b> Discuss the various Dividend theories  <b>CO4:</b> Assimilate the concept of operating cycle and the estimation of working capital needs.  <b>CO5:</b> Identify and execute decisions regarding capital budgeting and Financial Management</p>
<p style="text-align: center;"><b>Core</b></p>	<p style="text-align: center;"><b>Business Taxation</b></p>	<p><b>CO1:</b> Analyze the tax structure in India and differentiate between New and old tax regime.  <b>CO2:</b> Clarity in registration process, payment and exemptions with respect to GST  <b>CO3:</b> Compute Input tax credit and identify the place of supply, time of supply and valuation mechanism in GST  <b>CO4:</b> Prepare documents to be maintained under GST, Filing of returns, refund mechanism, audit and appeals etc.  <b>CO5:</b> Discuss Customs Act, baggage rules and updation in customs act, changes in customs duty due to implementation GST</p>
<p style="text-align: center;"><b>Core</b></p>	<p style="text-align: center;"><b>Security Analysis and Portfolio Management</b></p>	<p><b>CO1:</b> Compare and contrast the various alternatives available for investment.  <b>CO2:</b> Outline the structure of the capital market  <b>CO3:</b> Apply valuation models to evaluate securities and use derivative instruments to manage their investment risks.  <b>CO4:</b> Demonstrate portfolio construction using established theories and principles  <b>CO5:</b> Discuss the process of portfolio management and assess portfolio performance using technical metrics</p>

**Program Name: B.Com (MM)**

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

**Program Specific Outcomes (PSO)**

<b>PSO 1</b>	Formulate and design marketing campaigns in the four key dimensions of marketing – Internal, Integrated, Relationship and Performance Marketing.
<b>PSO 2</b>	Analyse the impact of changing global, political, economic and socio cultural systems in the marketing environment.
<b>PSO 3</b>	Apply universal marketing tools for developing a marketing campaign and for addressing global marketing issues.
<b>PSO 4</b>	Exhibit higher order skills to manage the marketing, sales, advertising, integrated marketing communication and customer relationship related activities of an organization.
<b>PSO 5</b>	Apply ethical principles and commit to professional ethics, responsibilities and norms of business, entrepreneurship, marketing and sales.

**Course Outcomes (CO)**

<b>Course Component</b>	<b>Course</b>	<b>Course Outcomes</b>
<b>Core</b>	<b>Financial Accounting</b>	<b>CO1</b> : Discuss the basic theory, concepts and practice of financial accounting in a work environment. <b>CO2</b> : Prepare a Bank Reconciliation Statement and evaluate the reasons for discrepancies <b>CO3</b> : Record basic accounting transactions and prepare annual financial statements <b>CO4</b> : Evaluate the surplus deficit of Non-Profit Organizations and prepare its final statement of accounts. <b>CO5</b> : Compare and interpret the different methods of depreciation for various types of assets.
<b>Core</b>	<b>Principles Of Management</b>	<b>CO1</b> : Identify the roles, skills, qualities and competencies required of a manager <b>CO2</b> : Explain the importance and process of planning and decision making <b>CO3</b> : Classify the types of organisation and departmentation <b>CO4</b> : Evaluate the styles of leadership and its enablers <b>CO5</b> : Determine the importance of control and coordination in management

<p style="text-align: center;"><b>Allied</b></p>	<p style="text-align: center;"><b>Statistics</b></p>	<p><b>CO1</b> : Appreciate measures of Central Tendency as an effective tool of evaluation in varied fields.</p> <p><b>CO2</b>: Recognize the importance of measures of dispersion, correlation and regression and use them in data interpretation.</p> <p><b>CO3</b>: Apply appropriate statistical tools in testing of hypothesis to draw conclusions.</p> <p><b>CO4</b>: Implement the methods for analysing time series to measure cyclical variations.</p> <p><b>CO5</b>: Perform calculations using index numbers to detect changes and obtain seasonal indices.</p>
<p style="text-align: center;"><b>Core</b></p>	<p style="text-align: center;"><b>Advanced Financial Accounting</b></p>	<p><b>CO1</b> : Discuss the different methods of maintaining accounts of branches</p> <p><b>CO2</b> : Allocate common expenses to the various departments and thus prepare the accounts</p> <p><b>CO3</b> : Differentiate between Hire Purchase and Installment accounting</p> <p><b>CO4</b> : Prepare the accounts of a partnership firms based on changes in the constitution of the firm.</p> <p><b>CO5</b> : Appraise the insolvency situation in a partnership firm and make a justifiable distribution of firms</p>
<p style="text-align: center;"><b>Core</b></p>	<p style="text-align: center;"><b>Marketing Management</b></p>	<p><b>CO1</b> : Analyze the relevance of marketing concepts and theories in evaluating the impact of environmental changes on marketing planning, strategies and practices.</p> <p><b>CO2</b> : Apply the conceptual frameworks, consumer behaviour theories and techniques to various marketing contexts.</p> <p><b>CO3</b> : Formulate a marketing plan including marketing objectives, strategies, budgetary considerations and evaluation criteria.</p> <p><b>CO4</b> : Identify and plan an organization’s marketing mix to generate better sales and profits.</p> <p><b>CO5</b> : Analyze, synthesis information and derive insights related to the future developments in the field of marketing management</p>
<p style="text-align: center;"><b>Allied</b></p>	<p style="text-align: center;"><b>Managerial Economics</b></p>	<p><b>CO1</b> : Define the different economics concepts in decision making and elaborate the objectives of modern business firm.</p> <p><b>CO2</b> : Explain and graphically illustrate cardinal and ordinal utility demand, elasticity and supply</p> <p><b>CO3</b> : 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><b>CO4</b> : Distinguish between the various forms of market and firm equilibrium, Also</p> <p><b>CO 5</b> : Evaluate Different methods of pricing</p>

<p><b>Non Major Elective</b></p>	<p><b>Entertainment Management</b></p>	<p><b>CO1</b> : Apply the theory of entertainment management in the real industry.  <b>CO2</b> : Demonstrate skills in business disciplines connected with the entertainment field, including finance, accounting and marketing.  <b>CO3</b> : Synthesize and evaluate the various theories and levels of management, best practices, and entertainment industry standards.  <b>CO4</b> : Develop, refine and appraise the understanding of legal and ethical issues in the entertainment business practices.  <b>CO5</b> : Formulate and design a plan for managing an entertainment event.</p>
<p><b>Core</b></p>	<p><b>Corporate Accounting</b></p>	<p><b>CO1</b> : 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  <b>CO2</b> : Assess the accounting treatment of issue and redemption of preference shares and debentures.  <b>CO3</b> : Identify the professional standards, principles and procedures regarding preparation of final accounts of a company  <b>CO4</b> : Compute the value of goodwill and shares under different methods and its applicability.  <b>CO5</b> : 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>
<p><b>Core</b></p>	<p><b>Legal Systems Of Business</b></p>	<p><b>CO1</b> : Explain the influence of Indian Contract Act,1872 on Commercial Transactions.  <b>CO2</b> : Apply the concepts of Sale of Goods Act,1930 on a sale contract.  <b>CO3</b> : Assess the Impact of IPR on Business.  <b>CO4</b> : Analyse the legal system and appropriate areas of law that affect business (Banking, Finance and Insurance Companies)  <b>CO5</b> : Determine the Rights and Remedies available to the Consumers</p>
<p><b>Core</b></p>	<p><b>Sales And Distribution Management</b></p>	<p><b>CO1</b> : Describe the diverse variables affecting the sales &amp; distribution function  <b>CO2</b> : Design the strategies to effectively manage a company's sales operations, distribution channels, Logistics and Supply Chain Management.  <b>CO3</b> : Explain the significant responsibilities of sales person as a key individual in the sales cycle.  <b>CO4</b> : Examine and describe the various aspects of strategic sales management and sales planning.  <b>CO5</b> : Outline ways of managing channel conflicts and comprehend the way in which services use marketing channels.</p>

<p style="text-align: center;"><b>Allied</b></p>	<p style="text-align: center;"><b>Entrepreneurship Development And Small Business Management</b></p>	<p><b>CO1:</b> Identify the meaning, factors, qualities, functions and types of entrepreneurship  <b>CO2:</b> Know the parameters to assess the opportunities and constraints for New Business Ideas  <b>CO3:</b> Determine the nuances involved in setting up a Business  <b>CO4 :</b> Explain the concept of family business management  <b>CO5:</b> Prepare and implement a B Plan</p>
<p style="text-align: center;"><b>Choice Based Elective</b></p>	<p style="text-align: center;"><b>Sports Marketing</b></p>	<p><b>CO1 :</b> Describe the sports marketing environment and trends influencing marketers.  <b>CO2 :</b> Design a diverse set of fundamental marketing principles and skills to organize a sporting event.  <b>CO3 :</b> Develop skills that are necessary for effective communication and management in today’s sports industry.  <b>CO4 :</b> Demonstrate adequate knowledge and competencies needed to manage sports professionals.  <b>CO5 :</b> Apply technological tools for strategic decision making in sports.</p>
<p style="text-align: center;"><b>Core</b></p>	<p style="text-align: center;"><b>Creative Advertising</b></p>	<p><b>CO1 :</b> Examine and identify the role of advertising in an organization’s marketing process.  <b>CO2 :</b> Construct and evaluate creative advertising strategies in the light of given marketing objectives.  <b>CO3 :</b> Develop skills to operate as an advertising professional in advertising agency.  <b>CO4 :</b> Devise appropriate advertising budgets specific to the organization’s financial capacity.  <b>CO5 :</b> Identify the various perspectives concerning the social, ethical and legal aspects of advertising.  <b>CO6 :</b> Plan and formulate an advertising campaign for different media formats.</p>
<p style="text-align: center;"><b>Core</b></p>	<p style="text-align: center;"><b>International Trade</b></p>	<p><b>CO1 :</b> Differentiate between International trade and domestic trade, influences of various theories of trade.  <b>CO2 :</b> Assess the impact of rate of exchange on international trade.  <b>CO3 :</b> Evaluate the impact of various trade policies on an organization's international business opportunities.  <b>CO4 :</b> Analyse the impact of statutory and regulatory compliance of various International organizations and integrative trade initiatives at International level by these organizations.  <b>CO5 :</b> Assess India’s foreign trade position.</p>
<p style="text-align: center;"><b>Core</b></p>	<p style="text-align: center;"><b>Retail Marketing</b></p>	<p><b>CO1 :</b> Examine the role of the key drivers of retail change with the advancement of technology  <b>CO2 :</b> 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><b>CO3</b> : 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><b>CO4</b> : 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><b>CO5</b> : 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><b>CO6</b> : Apply digital marketing as a tool for e-tailing</p>
<b>Allied</b>	<b>Brand Management</b>	<p><b>CO1</b> : Explain the nature and processes of branding and brand management.</p> <p><b>CO2</b> : Formulate branding strategies for the sustainability of a new or established brand.</p> <p><b>CO3</b> : Create positioning and communication strategies for a brand</p> <p><b>CO4</b> : Evaluate and measure brand equity and brand performance</p> <p><b>CO5</b> Appraise the key issues in managing a brand portfolio and making strategic brand decisions.</p>
<b>Inter Disciplinary Elective</b>	<b>Tourism Management</b>	<p><b>CO1</b> : Explain the evolution, scope, importance, types and characteristics of tourism management as a discipline of study.</p> <p><b>CO2</b> : Describe and outline the most significant trend taking place within the field of tourism marketing</p> <p><b>CO3</b> : Identify the cultural, environmental, political and economic dimensions of tourism and its impact.</p> <p><b>CO4</b> : Describe the roles of tourist agencies, organizations and Government departments in planning and development of tourism in India.</p> <p><b>CO5</b> : Formulate and create marketing strategies for tourism destinations and organizations.</p>
<b>Core</b>	<b>Elements Of Cost Accounting</b>	<p><b>CO1</b> : 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><b>CO2</b> : Value Stock and calculate labor costs and records them under different methods</p> <p><b>CO3</b> : Compute the apportionment of overheads under various methods</p> <p><b>CO4</b> : Discuss the various methods of costing and their applicability to business.</p> <p><b>CO5</b> : Prepare the procedure of process costing and service sector costing.</p>



Core	<b>Marketing Research And Consumer Behaviour</b>	<p><b>CO1</b> : Describe and explain the types of research design concerning the area of marketing.</p> <p><b>CO2</b> : Apply appropriate research techniques in business and marketing.</p> <p><b>CO3</b> : Construct research instruments for conducting simple survey based marketing research.</p> <p><b>CO4</b> : Identify and explain factors which influence consumer behaviour.</p> <p><b>CO5</b> : Compare the various theories of Consumer Behaviour and justify their application in the current business environment.</p>
Core	<b>Services Marketing</b>	<p><b>CO1</b> : Identify the elements of the extended marketing mix for services and the relationships among customer satisfaction, service quality and individual service encounters</p> <p><b>CO2</b> : Illustrate and construct blueprints of various services industries.</p> <p><b>CO3</b> : Devise and layout strategies for matching supply and demand through shifting demand to match capacity or adjusting capacity to meet demand.</p> <p><b>CO4</b> : Develop strategies for managing waiting lines when capacity and demand cannot be aligned.</p> <p><b>CO5</b> : Formulate a successful gap strategy to close quality gaps in services according to the 5 key dimensions of the RATER model.</p>
Core	<b>Integrated Marketing Communication</b>	<p><b>CO1</b> : Explain the basic elements of the communication process and the role of communication in marketing</p> <p><b>CO2</b> : Apply a range of marketing information to develop, plan and manage a complete Integrated Marketing Communication campaign.</p> <p><b>CO3</b> : Devise and implement appropriate media strategies for an IMC campaign.</p> <p><b>CO4</b> : Identify the role of IMC promotional tools and its effects on consumer behaviour and competition.</p> <p><b>CO5</b> : Examine the ethical issues and problems marketers encounter in developing an IMC program.</p>
Elective	<b>Digital Marketing</b>	<p><b>CO1</b> : Explain the role and importance of digital marketing in a rapidly changing business landscape.</p> <p><b>CO2</b> : Develop appropriate content and blog posts for marketing campaigns.</p> <p><b>CO3</b> : Demonstrate advanced practical skills in common digital marketing tools such as SEO, SEM, Social media and Blogs.</p> <p><b>CO4</b> : Measure the effectiveness of a digital marketing campaign using analytics reports.</p> <p><b>CO5</b> : Create and design a digital advertisement.</p>

Core	<b>Elements Of Management Accounting</b>	<p><b>CO1:</b> Analyse and interpret financial statements</p> <p><b>CO2:</b> Analyse ratios for decision making</p> <p><b>CO3:</b> Interpret Cash and Fund Flow Statements</p> <p><b>CO4:</b> Apply the concepts of budgeting and marginal costing in a business decision-making context.</p> <p><b>CO5:</b> Analyze and calculate the various cost and sales variances</p>
Core	<b>International Marketing</b>	<p><b>CO1 :</b> Examine the role of international marketing in a firm from a holistic perspective.</p> <p><b>CO2 :</b> Apply basic international marketing theories and concepts to segment the international market.</p> <p><b>CO3 :</b> Plan and create appropriate marketing programs for international market entry, product launch, expansion and promotion.</p> <p><b>CO4 :</b> 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.</p> <p><b>CO5 :</b> Identify, analyse, and evaluate data, information, and evidence related to international business opportunities and threats relevant in the current volatile business structure.</p>
Core	<b>Business Taxation</b>	<p><b>CO1 :</b> Identify the nature of tax system in India and differentiate between New tax regime and old tax regime.</p> <p><b>CO2 :</b> Compile of registration process, payment and exemptions with respect to GST</p> <p><b>CO3 :</b> Compute Input tax credit and identify the place of supply, time of supply and valuation mechanism in GST</p> <p><b>CO4 :</b> Prepare documents to be maintained under GST, Filing of returns, refund mechanism , audit and appeals etc.,</p> <p><b>CO5 :</b> Discuss Customs Act, baggage rules and updation in customs act, changes in customs duty due to implementation GST</p>
Core	<b>Rural Marketing</b>	<p><b>CO1 :</b> Explain fundamental rural marketing concepts adopted in India.</p> <p><b>CO2 :</b> Classify different parameters for rural market segmentation.</p> <p><b>CO3 :</b> Identify the factors that affect a rural consumers purchase decision, lifestyle and shopping habits</p> <p><b>CO4 :</b> Plan and develop appropriate marketing strategies for rural markets.</p> <p><b>CO5 :</b> 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)**

<b>PS01</b>	Analyze varying trends in the field of Accounting, Taxation and Company Law & Secretarial Practice exercising Corporate Due Diligence.
<b>PS02</b>	Apply knowledge gained through Institutional training in real time corporate situations.
<b>PS03</b>	Equip students with the skills to take up professional courses and competitive exams
<b>PS04</b>	Demonstrate skills of drafting various Deeds, Petitions and Trade related Agreements.

**Course Outcomes (CO)**

<b>Course Component</b>	<b>Course</b>	<b>Course Outcomes</b>
<b>Core</b>	<b>Financial Accounting</b>	<b>CO1:</b> Discuss the basic theory, concepts and practice of financial accounting in a work environment. <b>CO2:</b> Prepare a Bank Reconciliation Statement and evaluate the reasons for discrepancies <b>CO3:</b> Record basic accounting transactions and prepare annual financial statements <b>CO4:</b> Evaluate the surplus/deficit of Non-Profit Organizations and prepare its final statement of accounts. <b>CO5:</b> Compare and interpret the different methods of depreciation for various types of assets.
<b>Core</b>	<b>Principles Of Management</b>	<b>CO1:</b> Identify the roles, skills, qualities and competencies required for a manager <b>CO2:</b> Explain the importance and process of planning and decision making. <b>CO3:</b> Classify the `types of organisation and departmentation <b>CO4:</b> Evaluate the styles of leadership and its enablers <b>CO5:</b> Determine the importance of control and coordination in management

<p style="text-align: center;"><b>Allied</b></p>	<p style="text-align: center;"><b>Statistics</b></p>	<p><b>CO1:</b> Appreciate measures of Central Tendency as an effective tool of evaluation in varied fields.</p> <p><b>CO2:</b> Recognize the importance of measures of dispersion, correlation and regression and use them in data interpretation.</p> <p><b>CO3:</b> Apply appropriate statistical tools in testing of hypothesis to draw conclusions.</p> <p><b>CO4:</b> Implement the methods for analyzing time series to measure cyclical variations.</p> <p><b>CO5:</b> Perform calculations using index numbers to detect changes and obtain seasonal indices.</p>
<p style="text-align: center;"><b>Core</b></p>	<p style="text-align: center;"><b>Advanced Financial Accounting</b></p>	<p><b>CO1:</b> Discuss the different methods of maintaining accounts of branches</p> <p><b>CO2:</b> Allocate common expenses to the various departments and thus prepare the accounts</p> <p><b>CO3:</b> Differentiate between Hire Purchase and Instalment accounting</p> <p><b>CO4:</b> Prepare the accounts of a partnership firms based on changes in the constitution of the firm.</p> <p><b>CO5:</b> Appraise the insolvency situation in a partnership firm and make a justifiable distribution of firms.</p>
<p style="text-align: center;"><b>Core</b></p>	<p style="text-align: center;"><b>Marketing Management</b></p>	<p><b>CO1:</b> Analyze the relevance of marketing concepts and theories in evaluating the impact of environmental changes on marketing planning, strategies and practices.</p> <p><b>CO2:</b> Apply the conceptual frameworks, consumer behavior theories and techniques to various marketing contexts.</p> <p><b>CO3:</b> Formulate a marketing plan including marketing objectives, strategies, budgetary considerations and evaluation criteria.</p> <p><b>CO4:</b> Identify and plan an organization's marketing mix to generate better sales and profits.</p> <p><b>CO5:</b> Analyze synthesis information and derive insights related to the future developments in the field of marketing management</p>
<p style="text-align: center;"><b>Allied</b></p>	<p style="text-align: center;"><b>Managerial Economics</b></p>	<p><b>CO1:</b> Define the different economics concepts in decision making and elaborate the objectives of modern business firm.</p> <p><b>CO2:</b> Explain and graphically illustrate cardinal and ordinal utility demand, elasticity and supply</p> <p><b>CO3:</b> 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><b>CO4:</b> Distinguish between the various forms of market and firm equilibrium</p> <p><b>CO5:</b> Evaluate different methods of pricing.</p>
<p style="text-align: center;"><b>Core</b></p>	<p style="text-align: center;"><b>Corporate Accounting</b></p>	<p><b>CO1:</b> 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><b>CO2:</b> Assess the accounting treatment of issue and redemption of preference shares and debentures.</p>

		<p><b>CO3:</b> Identify the professional standards, principles and procedures regarding preparation of final accounts of a company</p> <p><b>CO4:</b> Compute the value of goodwill and shares under different methods and its applicability.</p> <p><b>CO5:</b> 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>
<b>Core</b>	<b>Practical Auditing</b>	<p><b>CO1:</b> Describe the qualities expected of an auditor including professional ethics</p> <p><b>CO2:</b> Explain the importance of Audit programme and vouching.</p> <p><b>CO3:</b> Demonstrate abilities to Verify Assets and Liabilities</p> <p><b>CO4:</b> Discuss the provisions for appointment of auditors and demonstrate ability to write an audit report.</p> <p><b>CO5:</b> Application of audit procedures in an e-audit environment.</p>
<b>Core</b>	<b>Legal System Of Business</b>	<p><b>CO1:</b> Explain the influence of Indian Contract Act,1872 on Commercial Transactions.</p> <p><b>CO2:</b> Apply the concepts of Sale of Goods Act,1930 on a sale contract.</p> <p><b>CO3:</b> Assess the Impact of IPR on Business.</p> <p><b>CO4:</b> Analyze the legal system and appropriate areas of law that affect business (Banking, Finance and Insurance Companies)</p> <p><b>CO5:</b> Determine the Rights and Remedies available to the Consumers.</p>
<b>Allied</b>	<b>Entrepreneurship Development And Small Business Management</b>	<p><b>CO1:</b> Identify the meaning, factors, qualities, functions and types of entrepreneurship</p> <p><b>CO2:</b> Know the parameters to assess the opportunities and constraints for New Business Ideas</p> <p><b>CO3:</b> Determine the nuances involved in setting up a business</p> <p><b>CO4:</b> Explain the concept of family business management</p> <p><b>CO5:</b> Prepare and implement a B Plan</p>
<b>Choice Based Elective</b>	<b>Legal Advocacy</b>	<p><b>CO1:</b> Enumerate the procedure to file a lawsuit.</p> <p><b>CO2:</b> Explain the framework of Constitution of India.</p> <p><b>CO3:</b> Explain the code of civil procedure and Essential commodity Act, 1995.</p> <p><b>CO4:</b> Apply the law relating to registration of document and consequences of Non-registration in real life situations.</p> <p><b>CO5:</b> Discuss the Right to information Act, 2005</p>
<b>Core</b>	<b>Advanced Corporate Accounting</b>	<p><b>CO1:</b> Demonstrate clear understanding of M &amp; A deals and the relevant accounting treatment.</p> <p><b>CO2:</b> Prepare Liquidator's final statement of accounts</p> <p><b>CO3:</b> Preparation of the final accounts of insurance and banking companies in prescribed format</p> <p><b>CO4:</b> Prepare consolidated profit and loss account and Balance sheets of Banking companies.</p> <p><b>CO5:</b> Prepare of Consolidated Balance Sheet as per AS-21</p>
<b>Core</b>	<b>International Trade</b>	<p><b>CO1:</b> Differentiate between International trade and domestic trade, influences of various theories of trade.</p> <p><b>CO2:</b> Assess the impact of rate of exchange on international trade.</p>

		<p><b>CO3:</b> Evaluate the impact of various trade policies on an organization's international business opportunities.</p> <p><b>CO4:</b> Analyze the impact of statutory and regulatory compliance of various international organizations and integrative trade initiatives at International level by these organizations.</p> <p><b>CO5:</b> Assess India's foreign trade position</p>
<b>Core</b>	<b>Company Law &amp; Secretarial Practice</b>	<p><b>CO1:</b> Explain provisions of Companies Act 2013 relating to definition, features, kinds of Company and the concept of Corporate Veil.</p> <p><b>CO2:</b> Describe Company Secretary and its role.</p> <p><b>CO3:</b> List the documents required for the Incorporation of a company and the role of Secretary.</p> <p><b>CO4:</b> Classify the kinds of capital and procedures relating to Rights and Bonus issue.</p> <p><b>CO5:</b> Compare and contrast members and shareholders and describe the Secretarial procedure involved in the allotment of shares.</p>
<b>Allied</b>	<b>Drafting &amp; Conveyancing</b>	<p><b>CO1:</b> Explain the principles of drafting and conveyancing with the basic requirements to formulate all kinds of deeds.</p> <p><b>CO2:</b> Describe the procedure of Drafting different kinds of deeds.</p> <p><b>CO3:</b> Illustrate and draft various Trade Related Agreements.</p> <p><b>CO4:</b> Prepare documents relating to Company meetings.</p> <p><b>CO5:</b> Draft petitions and applications before the Company Law Courts.</p>
<b>Inter Disciplinary Elective</b>	<b>Emotional Intelligence</b>	<p><b>CO1:</b> Explain the relationship between interpersonal skills, emotions and behavior to inspire high performance.</p> <p><b>CO2:</b> Evaluate the development of self-awareness and self - management of personal emotion.</p> <p><b>CO3:</b> Identify emotions in others, responding to those emotions in order to inspire high performance.</p> <p><b>CO4:</b> Apply Emotionally Intelligent mindfulness practice while experiencing negative traits</p> <p><b>CO5:</b> Categorize personal strengths and weakness.</p>
<b>Core</b>	<b>Elements Of Cost Accounting</b>	<p><b>CO1:</b> 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 quotations</p> <p><b>CO2:</b> Value Stock and calculate labor costs and record them under different methods</p> <p><b>CO3:</b> Compute the apportionment of overheads under various methods</p> <p><b>CO4:</b> Discuss the various methods of costing and their applicability to business.</p> <p><b>CO5:</b> Prepare the procedure of process costing and service sector costing.</p>
<b>Core</b>	<b>Income Tax Law And Practice-I</b>	<p><b>CO1:</b> Apply all the important definitions under income tax, Residential status and also income exempt from tax</p> <p><b>CO2:</b> Compute the salary income of an individual</p> <p><b>CO3:</b> Compute income from House Property</p> <p><b>CO4:</b> Assess the income taxable from other sources</p>

		<b>CO5:</b> Plan and Apply relevant deductions against total income for individuals
<b>Core</b>	<b>Management And Administration Of Companies</b>	<b>CO1:</b> Assess the borrowing power of a company and identify the secretarial procedure relating to payment of dividends. <b>CO2:</b> Describe different kinds of meetings in a company and discuss the powers and duties of chairman of a meeting. <b>CO3:</b> Discuss the qualification, appointment, powers, duties of a director and differentiate between Managing director and a manager <b>CO4:</b> Explain the role of National Company Law Tribunal and Corporate Insolvency Resolution process. <b>CO5:</b> Discuss the importance of Corporate Governance and its challenges.
<b>Core</b>	<b>Income Tax Law And Practice II</b>	<b>CO1:</b> Calculate the taxable business income <b>CO2:</b> Compute capital gains and deductions under sec 54 <b>CO3:</b> Analyze Set off and carry forward provisions for the losses against incomes under various heads <b>CO4:</b> Plan and claim deductions under various sections. <b>CO5:</b> Calculate the taxable income of an individual and state the laws of assessment
<b>Elective</b>	<b>Institutional Training</b>	<b>CO1:</b> Apply the theoretical knowledge in the corporate world. <b>CO2:</b> Utilize manual skills , managerial skills and technical procedures. <b>CO3:</b> Identify and acquaint with different departments of the company. <b>CO4:</b> Apply decision making skills and develop the capacity for self-understanding. <b>CO5:</b> Formulate an extensive report on the job performed by the candidate for the evaluation.
<b>Core</b>	<b>Elements Of Management Accounting</b>	<b>CO1:</b> Analyze and interpret financial statements <b>CO2:</b> Analyze ratios for decision making <b>CO3:</b> Interpret Cash and Fund Flow Statements <b>CO4:</b> Apply the concepts of budgeting and marginal costing in a business decision-making context. <b>CO5:</b> Analyze and calculate the various cost and sales variances.
<b>Core</b>	<b>Financial Management</b>	<b>CO1:</b> Discuss the scope, goals and the objectives of financial management including the role of finance managers <b>CO2:</b> Compute the “Cost of capital” that impacts the capital structure decisions for a business <b>CO3:</b> Discuss the various dividend theories <b>CO4:</b> Assimilate the concept of operating cycle and the estimation of working capital needs <b>CO5:</b> Identify and execute decisions regarding capital budgeting and financial management.
<b>Core</b>	<b>Business Taxation</b>	<b>CO1:</b> Identify the nature of tax system in India and differentiate between new tax regime and old tax regime. <b>CO2:</b> Compile of registration process, payment and exemptions with respect to GST

		<p><b>CO3:</b> Compute input tax credit and identify the place of supply, time of supply and valuation mechanism in GST.</p> <p><b>CO4:</b> Prepare documents to be maintained under GST, filing of returns, refund mechanism, audit and appeals etc.,</p> <p><b>CO5:</b> Discuss Customs Act, baggage rules and up dation in customs act, changes in customs duty due to implementation of GST</p>
<b>Core</b>	<b>Corporate Due Diligence</b>	<p><b>CO1:</b> Explain the impact, factors and types of Corporate Due Diligence</p> <p><b>CO2:</b> Outline the provisions of SEBI relating to Due Diligence on issue of various types of Securities.</p> <p><b>CO3:</b> List out types of Depository receipts and Due Diligence for the same.</p> <p><b>CO4:</b> Analyze Due Diligence on Mergers and Amalgamations and the impact of Due Diligence on valuation.</p> <p><b>CO5:</b> 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)**

<b>PSO1</b>	Apply higher order accounting concepts and principles in managing professional challenges.
<b>PSO2</b>	Exhibit skills to enable problem solving and critical thinking in areas of accounting, auditing, taxation, law, financial management and insurance.
<b>PSO3</b>	Apply the contextual Knowledge of Accounting and Finance to enable seeking employment in fields of Chartered Accountancy, Company Secretary, Banking Sector and Business Management globally.
<b>PSO4</b>	Formulate and design future career goals in the fields of Auditing, Accounting, banking and businesses on the strength of core competencies gained.
<b>PSO 5</b>	Apply sound principles and instill values of professional ethics and responsible behaviour in the work environment.

**Course Outcomes (CO)**

<b>Course Component</b>	<b>Course</b>	<b>Course Outcomes</b>
<b>Core</b>	<b>Introductory Accounting</b>	<b>CO1:</b> Discuss the basic principles and conventions of accounting and its relevance to accounting standards and to prepare books following the basic accounting process <b>CO2:</b> 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 <b>CO3 :</b> Prepare the accounts for special transactions <b>CO4:</b> Prepare accounts in situations of change in the constitution of a partnership firm <b>CO5:</b> Prepare the books of accounts on issue, forfeiture and reissue of shares and debentures and redemption of preference shares
<b>Core</b>	<b>Business Laws</b>	<b>CO1:</b> Explain the provisions of the Indian Contract Act of 1872 and its applications <b>CO2:</b> Describe the special contracts of indemnity, bailment and pledge <b>CO3:</b> Explain the provisions of the Sale of Goods Act of 1930 in a contract of sale <b>CO4:</b> Evaluate the relevance of the Indian Partnership Act of 1932 <b>CO5:</b> Assess the importance of Contract of agencies

<p style="text-align: center;"><b>Core</b></p>	<p style="text-align: center;"><b>Business Economics</b></p>	<p><b>CO1:</b> Explain core economic terms, concepts, and theories of Business Economics.</p> <p><b>CO2:</b> Apply the different concepts of demand and supply in consumer behaviour</p> <p><b>CO3:</b> Differentiate between the factors of production and its impact on producer's equilibrium. Differentiate between various types of costs.</p> <p><b>CO4:</b> Describe the functioning of various forms of markets and evaluate the determination of price in these markets</p> <p><b>CO5 :</b>Assess the importance of business cycles, its features and its Causes</p>
<p style="text-align: center;"><b>Core</b></p>	<p style="text-align: center;"><b>Mathematics And Statistics</b></p>	<p><b>CO1:</b> 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><b>CO2:</b> 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><b>CO3:</b> Apply the concept of Differential and Integral Calculus in economics</p> <p><b>CO4:</b> 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><b>CO5:</b> Formulate probability techniques in solving mathematical problems and apply the various statistical tools and sampling techniques in Research studies.</p>
<p style="text-align: center;"><b>Core</b></p>	<p style="text-align: center;"><b>Business Accounting</b></p>	<p><b>CO1:</b> Apply the accounting concepts, tools and techniques in Business environments</p> <p><b>CO2:</b> Prepare the accounts from incomplete record and use AS13 for valuing current and long term investments</p> <p><b>CO3:</b> Distinguish between Hire purchase and installments Accounting Systems</p> <p><b>CO4:</b> Assimilate the different methods of maintaining accounts of branches and allocate common expenses to the various departments in preparation of the accounts</p> <p><b>CO5:</b> Appraise the insolvency situation in a partnership firm and Address issues related to sale and conversion of a company.</p>

<p style="text-align: center;"><b>Core</b></p>	<p style="text-align: center;"><b>Cost Accounting</b></p>	<p><b>CO1:</b> Explain the concept and role of cost accounting in the business management of manufacturing and non-manufacturing companies, the relationship between cost and financial accounting and also prepare production cost statement, tenders and quotations. Value stock and explain the procurement procedures.</p> <p><b>CO2:</b> Calculate labor costs and record them under different methods. Evaluate the reasons for employee turnover.</p> <p><b>CO3:</b> Identify and explain the impact of various cost overheads and their management.</p> <p><b>CO4:</b> Solve problems under different methods of costing.</p> <p><b>CO5:</b> Prepare the accounting procedure of process costing and service sector costing.</p>
<p style="text-align: center;"><b>Core</b></p>	<p style="text-align: center;"><b>Management Accounting</b></p>	<p><b>CO1:</b> Interpret and analyse the financial statements</p> <p><b>CO2 :</b> Apply the concepts of budgeting in business decision-making context</p> <p><b>CO3 :</b> Analyse and calculate the various cost related and sales variances</p> <p><b>CO4 :</b> Apply marginal costing techniques in decision making</p> <p><b>CO5:</b> Evaluate the various methods of cost management and resource planning</p>
<p style="text-align: center;"><b>Core</b></p>	<p style="text-align: center;"><b>Industrial Laws</b></p>	<p><b>CO1 :</b>Interpret the provisions of the General Clauses Act 1897</p> <p><b>CO2 :</b>Explain the Aids to interpret the statutes with respect to construction of deeds and documents</p> <p><b>CO3:</b> Apply the key concepts of legal theory and procedures in the application of the Labour laws, employee benefits and compensation schemes.</p> <p><b>CO4:</b> Explain the provisions of Employee Provident Fund Act, Payment of Gratuity Act and Payment of Bonus Act.</p> <p><b>CO5:</b> Identify the salient features of the judiciary system with regard to industrial disputes, Child labour laws and Maternity Benefits</p>
<p style="text-align: center;"><b>Core</b></p>	<p style="text-align: center;"><b>Principles Of Management</b></p>	<p>CO1: Identify the roles, skills, qualities and competencies required of a manager</p> <p>CO2 :Explain the 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><b>CO1:</b> Assess the conceptual framework for the preparation and presentation of financial statements</p> <p><b>CO2 :</b> Identify and discuss the various Accounting Standards</p> <p><b>CO3:</b> Prepare the financial statements of companies as per the Accounting Standards</p> <p><b>CO4:</b> Apply the provisions of the Companies Act relating to redemption of preference shares and debentures</p> <p><b>CO5:</b> Demonstrate the procedure relating to alteration of share capital and internal reconstruction</p>
Core	Taxation I	<p><b>CO1:</b> Explain the basic concepts of income tax and obtain the skills and ability to assess the tax on income earned.</p> <p><b>CO2:</b> Devise the various monetary and non-monetary emoluments and their tax implications to assess the tax under the head.</p> <p><b>CO3 :</b> Analyze the nature of varied occupations</p> <p><b>CO4:</b> Identify the provisions in assessing the actual profits of the business and to analyze the eligibility criteria for claiming the deductions from such profits</p> <p><b>CO5:</b> Compile the various gross deductions that can be claimed and assess the effects of claiming the deductions.</p>
Core	Taxation II	<p><b>CO1:</b> Compute tax under the various heads and claim exemptions. <b>CO2:</b> Evaluate the concept of bond washing transaction and assess the taxable portion of income from other sources.</p> <p><b>CO3:</b> Assess the different ways to club the income of one assessee with the income of another.</p> <p><b>CO4:</b> Identify the various provisions from the different heads of Income and assess the taxable liability under Income Tax Act.</p> <p><b>CO5:</b> Apply the different assessment procedures for the different Categories of persons and to identify the importance of filing the return.</p>
Core	Indirect Taxation	<p><b>CO1</b> Identify the basic concepts, features and framework of GST <b>CO2</b> Compute the value of supplies and input tax credit and apply the valuation mechanism to compute GST Liability</p> <p><b>CO3</b> Explain the registration process applicable for all dealers</p> <p><b>CO4</b> Prepare documents like tax invoices , debit and credit notes and e way bills</p> <p><b>CO5</b> Compute custom duty liability, outline the baggage rules, penalties and refunds and discuss the Foreign Trade Policy</p>

<p style="text-align: center;"><b>Core</b></p>	<p style="text-align: center;"><b>Corporate Law</b></p>	<p><b>CO1:</b> Identify the fundamentals of Company Law and provisions of the Companies Act of 2013</p> <p><b>CO2:</b> Explain the recent provisions of Company Law with regard to issue of shares and maintenance of company documents</p> <p><b>CO3:</b> Evaluate the relevance of the provisions of the Companies Act with reference to Share Capital, deposits and debentures</p> <p><b>CO4:</b> Design the conduct and procedures involved in different kinds of meetings</p> <p><b>CO5 :</b> Explain the rules regarding auditors and payment of dividends</p>
<p style="text-align: center;"><b>Core</b></p>	<p style="text-align: center;"><b>Advanced Accounting I</b></p>	<p><b>CO1:</b> Analyse the applicability and importance of accounting standard and prepare the financial statements according to the prescribed accounting standards</p> <p><b>CO2:</b> Compute the value of goodwill and shares using various valuation methods</p> <p><b>CO3 :</b> Prepare the consolidated financial statements as per AS21 <b>CO4 :</b>Explain the concepts of Insurance and mutual funds and the methods of accounting considering the statutory requirements <b>CO5:</b>Analyse the recent issues in corporate accounting and formulate well-reasoned and coherent arguments to reach well considered conclusions</p>
<p style="text-align: center;"><b>Core</b></p>	<p style="text-align: center;"><b>Introduction to Auditing</b></p>	<p><b>CO1:</b> Explain the nature, scope ,objectives of audit and the standards on quality control and audit engagement</p> <p><b>CO2:</b> Apply the audit planning strategy and develop an audit plan <b>CO3:</b> Explain the standards in audit documentation, evidence, written representation and sampling</p> <p><b>CO4 :</b>Assess the audit risk and the internal control system</p> <p><b>CO5:</b> Describe the analytical procedures and design the investigative procedures of auditing</p>
<p style="text-align: center;"><b>Core</b></p>	<p style="text-align: center;"><b>Computer Fundamentals And Accounting Software</b></p>	<p><b>CO1:</b> Demonstrate a working knowledge on MS Office tools</p> <p><b>CO2 :</b>Synthesize the advanced knowledge on the use of Spread Sheet Applications</p> <p><b>CO3 :</b> Devise and create appropriate summary reports with M S Access</p> <p><b>CO4 :</b>Illustrate the use of Accounting Software to create a company and chart out its accounts</p> <p><b>CO5 :</b> Develop various accounting reports using tally software in the current business scenarios</p>

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

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

		<p>objectives, strategies, budgetary considerations and evaluation criteria.</p> <p><b>CO4 :</b> Identify and plan an organization’s marketing mix to generate better sales and profits.</p> <p><b>CO5 :</b> Analyze, synthesis information and derive insights related to the future developments in the field of marketing management</p>
<b>Core</b>	<b>Security Analysis And Portfolio Management</b>	<p><b>CO1:</b> Compare and contrast the various alternatives available for investment.</p> <p><b>CO2:</b> Outline the structure of the capital market</p> <p><b>CO3:</b> Apply valuation models to evaluate securities and use derivative instruments to manage their investment risks.</p> <p><b>CO4:</b> Demonstrate portfolio construction using established theories and principles</p> <p><b>CO5:</b> Discuss the process of portfolio management and assess portfolio performance using technical metrics.</p>
<b>Core</b>	<b>Banking system and financial services</b>	<p><b>CO1:</b> Explain the structure, classification and characteristics of the Indian Financial Market</p> <p><b>CO2 :</b>Identify the role of banks in the Indian Banking and Financial System</p> <p><b>CO3:</b> Explain the concept of promissory note, Bills of Exchange and other negotiable instruments and the role of the collecting banker.</p> <p><b>CO4:</b> Explain the various players in the financial services sector and their role in the economic environment</p> <p><b>CO5:</b> Identify the current trends in technology based banking Systems</p>
<b>Core</b>	<b>Insurance and risk management</b>	<p><b>CO1 :</b> Explain the role and importance of insurance in the economic development</p> <p><b>CO2:</b> Discuss the financial aspects of insurance management and develop the ability to apply the principles.</p> <p><b>CO3 :</b> Analyse risk management and to study the role and functions of actuaries</p> <p><b>CO4:</b> Assess the settlement of claim and various insurance laws and regulations</p> <p><b>CO5 :</b> Identify the code of conduct in advertisement and tax benefits under life insurance</p>
<b>Core</b>	<b>Research methods</b>	<p><b>CO1:</b>Identify the objectives of research, types, process and importance</p> <p><b>CO2:</b>Define and formulate the research problem</p> <p><b>CO3:</b>Design a sampling design and framing a hypothesis</p> <p><b>CO4:</b>Determine the sources of data, methods and scaling techniques for analysis</p> <p><b>CO5:</b>Interpret the results and drafting a research report</p>



**Program Name: B.A Economics**

**Under Graduate Program in Arts with specialization in Economics**

**Program Specific Outcomes (PSO)**

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

**Course Outcomes (CO)**

<b>COURSE COMPONENT</b>	<b>SUBJECT</b>	<b>COURSE OUTCOMES</b>
<b>Core</b>	<b>Introductory Micro economics</b>	<b>CO1</b> Define and elaborate core economic terms, concepts, and methodology of microeconomics. <b>CO2</b> Explain and graphically illustrate various laws and theories <b>CO3</b> Develop rational thinking in consumer decision making process <b>CO4</b> Elaborate and establish relationship between short run production function, long run production function, short run cost function and long run cost functions <b>CO5</b> Distinguish between the various forms of market and establish market equilibrium under perfect competition and monopolistic competition
<b>Core</b>	<b>Indian Economy I</b>	<b>CO1</b> Identify the basic characteristics and problems of Indian economy <b>CO2</b> Describe and analyse the economy in quantitative terms with reference to various sectors and population demographics using data. <b>CO3</b> Analyse the performance of the Indian Economy in the planning and post-planning era <b>CO4</b> Evaluate the contribution of Agricultural sector and assess various policy programmes aimed at its growth <b>CO5</b> Assess the causes of Poverty, Inequality and Unemployment in India
<b>Allied</b>	<b>Quantitative Techniques for Economics I</b>	<b>CO1-</b> Choose a range of techniques to find the derivative of simple algebraic equation. <b>CO2-</b> Apply calculus to the concepts of economics such as marginal cost, marginal revenue, marginal profit and elasticity of demand and to solve the same. <b>CO3-</b> Utilize measures of central tendency and measures of dispersion for analysis and application in real life situation. <b>CO4-</b> Recognize the importance of correlation and regression, use them to analyse and interpret the data.

		<b>CO5</b> - Realise the logic behind hypothesis testing and apply appropriate statistical tools to draw conclusions.
<b>Core</b>	<b>Micro Economics II</b>	<b>CO 1</b> Distinguish between the various forms of market and establish market equilibrium under monopolistic competition and oligopoly <b>CO 2</b> Apply the tools and concepts Microeconomic in decision making <b>CO 3</b> Analyse various kinds of factor markets and price determination process of factor inputs <b>CO 4</b> Explain the theories with the help of diagrams. <b>CO 5</b> Analyse General Equilibrium and welfare using Edgeworth box
<b>Core</b>	<b>Indian Economy II</b>	<b>CO1</b> Distinguish between different kinds of Industries and analyse their contribution to Economic growth <b>CO2</b> Assess the various social security measures for labour <b>CO3</b> Compare the composition and direction of Foreign trade in India and evaluate the Balance of Payments position <b>CO4</b> Analyse the structure of Financial system in India and the role of Central Bank <b>CO5</b> Identify the nature and scope of Public Finance in India with special reference to Union Budget, Fiscal deficit
<b>Allied</b>	<b>Quantitative Techniques for Economics II</b>	<b>CO1</b> Utilize the computational techniques, matrices and determinants and apply it to solve simultaneous equation based on economic problems. <b>CO2</b> Perform basic integration and use it to solve problem on cost function, revenue function and consumer's, producer's surplus. <b>CO3</b> Formulate practical situations into a Linear programming problem and obtain its solution. <b>CO4</b> Apply the techniques of transportation and assignment techniques in allocation/ recruitment of resources/ manpower in industry. <b>CO5</b> Analyse the concepts of game theory and apply it to obtain the solution in competitive situations.
<b>Core</b>	<b>Macro Economics I</b>	<b>CO1</b> Demonstrate knowledge of macroeconomic concepts by explaining them using appropriate terminology <b>CO2</b> Compare and contrast between classical and Keynesian models of economic equilibrium <b>CO3</b> Use and analyse the concepts of saving, investment including measurement and determination of Aggregate Demand, Aggregate Supply and national income <b>CO4</b> Apply the concept of multipliers and accelerator to explain the relationship between income expenditure and investment <b>CO 5</b> Develop a consistent way of thinking about key macroeconomic phenomena
<b>Allied</b>	<b>Principles of Finance</b>	<b>CO1</b> Elucidate the scope, goals and the objectives of Financial Management including the role of finance managers and distinguish between the characteristics and sources of short term and long-term finance <b>CO2</b> Compute the cost of capital that impacts the capital investments decisions for a business and thus choose the right capital mix at the optimal cost for a company.

		<p><b>CO3</b> Explain &amp; compute different types of yield, the various valuation methods in case of equity instruments and debentures</p> <p><b>CO4</b> Take capital budgeting decisions keeping in mind the risk factors too in real life situations by comparing various options.</p> <p><b>CO5</b> Analyse risk along with return &amp; the association that exists between risk &amp; return. Demonstrate the ways of managing Risk &amp; Return in case of a Portfolio from the perspective of a Portfolio manager.</p>
<b>Elective</b>	<b>Socio Economic Policy</b>	<p><b>CO 1</b> Describe how economic trade-offs and social values impact public policy formulation.</p> <p><b>CO 2</b> Identify key economic problems in various sectors.</p> <p><b>CO 3</b> Illustrate use of appropriate economic tools to assess policy impact.</p> <p><b>CO 4</b> Demonstrate the ability to recommend alternate policy responses to problems.</p> <p><b>CO 5</b> Formulate and defend policy recommendations that help achieve desired outcomes.</p>
<b>Core</b>	<b>Macro Economics – II</b>	<p><b>CO1</b> Demonstrate understanding of macroeconomic models by describing relationships among macroeconomic variables</p> <p><b>CO2</b> Elaborate the shift in macroeconomic modelling</p> <p><b>CO3</b> Explain the different types and causes of inflation and establish the relationship between inflation and unemployment</p> <p><b>CO4</b> Analyse the causes of fluctuation in economic activity.</p> <p><b>CO5</b> Illustrate the various tools of macroeconomic policy and their role in economic stabilization</p>
<b>Allied</b>	<b>Demography</b>	<p><b>CO1</b> Describe the various theories of demography such as Malthus, Optimum and Demography Transition</p> <p><b>CO2</b> Define and explain the demographic terms such as birth rate, death rate, sex ratio, fertility ratio</p> <p><b>CO3</b> Assess the causes and impact of migration on rural-urban population distribution</p> <p><b>CO4</b> Analyse the major demographic trends and their determinants.</p> <p><b>CO5</b> Evaluate population policy of India</p>
<b>Inter Disciplinary Elective</b>	<b>Globalisation</b>	<p><b>CO 1</b> Outline the need for and the pros and cons of Globalization.</p> <p><b>CO 2</b> Compare the impact of Globalization on different economies world over.</p> <p><b>CO 3</b> Investigate the effects that International Organizations have on global trade.</p> <p><b>CO 4</b> Examine the causes and consequences of some of the colossal economic crises.</p> <p><b>CO 5</b> Illustrate research, writing and presentation skills that can be applied to related content areas and case studies.</p>
<b>Core</b>	<b>Fiscal Economics I</b>	<p><b>CO1</b> Explain theoretical concepts of fiscal economics including graphical representation of these concepts</p> <p><b>CO2</b> Evaluate the theories of public expenditure</p> <p><b>CO3</b> Assess the canons of taxation</p> <p><b>CO4</b> Analyse the effects of taxation on production and distribution</p> <p><b>CO5</b> Discuss taxable capacity and factors determining taxable capacity.</p>

<b>Core</b>	<b>International Economics</b>	<p><b>CO 1</b> Define and explain alternative theories of international trade.</p> <p><b>CO 2</b> Predict movements in the value of currencies in response to changes in the world economy and macroeconomic policies</p> <p><b>CO 3</b> Analyse how cross-country differences in technology and endowment determine the world trade pattern and why similar countries also trade with each other.</p> <p><b>CO 4</b> Identify the validity and efficiency of protectionist policies.</p> <p><b>CO 5</b> Examine the role international organizations in the global economy and on local economies.</p>
<b>Core</b>	<b>Monetary Economics</b>	<p><b>CO 1</b> To describe the evolution of money and its functions.</p> <p><b>CO 2</b> To evaluate the theories of money demand</p> <p><b>CO 3</b> To classify the components of money supply</p> <p><b>CO 4</b> To examine and assess the functions of the Central bank and commercial banks and other actors in the Indian money market.</p> <p><b>CO 5</b> To explain the working of monetary policy to influence financial markets in achieving national economic goals</p>
<b>Core</b>	<b>Research Methods</b>	<p><b>CO1</b> Compare quantitative and qualitative research methods and approaches</p> <p><b>CO2</b> Identify appropriate research topics and relevant literature specific to the research problem.</p> <p><b>CO3</b> Formulate empirically testable hypotheses and selection of samples.</p> <p><b>CO4</b> Demonstrate the ability to collect, process, and interpret data, including statistical inference.</p> <p><b>CO5</b> Identify, explain, and prepare the key elements of a research proposal/report</p>
<b>Elective</b>	<b>Environmental Economics and Sustainable Development</b>	<p><b>CO 1</b>Demonstrate the understanding of theoretical principles of natural resource management, sustainability, pollution and environmental management</p> <p><b>CO 2</b> Critically analyse, synthesise and reflect on the implications of environmental concerns and challenges</p> <p><b>CO 3</b> Recognise the role of economic activity in environmental damage.</p> <p><b>CO 4</b> Explain the concepts of sustainability</p> <p><b>CO 5</b> Objectively evaluate the impact of various international treaties on environmental sustainability.</p>
<b>Core</b>	<b>Fiscal Economics II</b>	<p><b>CO1</b> Outline the objectives and importance of public debt.</p> <p><b>CO2</b> Examine the role of deficit financing in the fiscal framework.</p> <p><b>CO3</b> Apply knowledge of the budget to evaluate India's Annual Budgets</p> <p><b>CO4</b> Evaluate the various tools of Fiscal Policy and its role in achieving economic goals</p> <p><b>CO5</b> Asses the working of Federal finance in India</p>
<b>Core</b>	<b>History of Economic Thought</b>	<p><b>CO 1</b> Appreciate and Elucidate the importance of economics literature</p> <p><b>CO 2</b> Explain how economic thought has evolved over time</p> <p><b>CO 3</b> Critically analyse of the contributions of the main schools of economic thought.</p> <p><b>CO 4</b> Compare and contrast similarities and differences among different schools of economic thought</p> <p><b>CO 5</b> Analyse foundations of the approaches in the economics of 19<sup>th</sup> and 20<sup>th</sup> centuries.</p>

Core	Development Economics	<p><b>CO 1</b> Demonstrate familiarity with some central themes and issues of economic development.</p> <p><b>CO 2</b> Explain the difference between growth and development and major development and growth theories.</p> <p><b>CO 3</b> Analyse empirical evidence on the patterns of economic development.</p> <p><b>CO 4</b> Able to design innovative ways to assess whether a proposed development intervention is likely to successfully improve the welfare of its target population.</p> <p><b>CO 5</b> Read critically the journal literature in the area of economic development.</p>
Core	Econometrics	<p><b>CO 1</b> Articulate, both orally and in writing, the core econometric principles, concepts and theories that form the foundation of modern economic analysis.</p> <p><b>CO 2</b> Illustrate the types of Regression analysis and their utility in econometric problem solving.</p> <p><b>CO 3</b> Build fundamental econometric models and test validity of the hypotheses.</p> <p><b>CO 4</b> Apply their understanding of core concepts and quantitative tools to analyse and research real world problems.</p> <p><b>CO 5</b> Evaluate alternative economic policy proposals on a range of issues.</p>
Core	Project	<p><b>CO 1</b> Demonstrate the ability to initiate research and to formulate viable research questions.</p> <p><b>CO 2</b> To evaluate and synthesize research-based and scholarly literature.</p> <p><b>CO 3</b> Develop the capacity to design, conduct and report original research.</p> <p><b>CO 4</b> Present research findings and argument in a structured way.</p> <p><b>CO 5</b> Work in teams and develop collaborative learning.</p>
NME	Economics for Non-Economists	<p><b>CO 1</b> Demonstrate the ability to define and understand basic economic terms and concepts</p> <p><b>CO 2</b> Identify the relevant economic concept which needs to be used in a particular case.</p> <p><b>CO 3</b> Interpret and analyze the effects of influential economic indicators</p> <p><b>CO 4</b> Inspect the impact of Macroeconomic policies.</p> <p><b>CO 5</b> Critique comments made by policy makers.</p>

**Program Name: M.Sc. Information Technology**

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

**Program Specific Outcomes (PSO)**

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

**Course Outcomes (CO)**

<b>Course Component</b>	<b>Course Name</b>	<b>Course Outcomes</b>
<b>Core</b>	<b>Distributed Operating Systems</b>	<b>CO1</b> :Categorize the different distributed Systems and the challenges involved in design and architecture of distributed Systems. <b>CO2</b> :Examine how computing power is created and synchronized using mutual exclusion algorithms, deadlock detection algorithms in distributed systems. <b>CO3</b> :Identify various process allocation techniques and scheduling algorithms in real time distributed systems. <b>CO4</b> :Explain how data is stored in Distributed File System <b>CO5</b> :Assess the mechanisms and components involved in memory management.
<b>Core</b>	<b>Advanced Database Management Systems</b>	<b>CO1</b> : Outline the features of database management systems and database optimizations. <b>CO2</b> : Assess the different transaction processing and database recovery methods. <b>CO3</b> : Inspect the logical database design principles, including E-R diagrams and database normalization in ORDBMS. <b>CO4</b> : Compare and Contrast the various Query processing techniques <b>CO5</b> : Illustrate SQL queries in real time applications
<b>Core</b>	<b>Data Structure And Algorithms</b>	<b>CO1</b> : Identify appropriate data structures for specified problem. <b>CO2</b> : Assess the tree and graph traversal techniques. <b>CO3</b> : Discuss various balanced binary search trees. <b>CO4</b> : Design analytical and problem solving skills to write efficient algorithms for sorting.

		<p><b>CO5</b> : Use various algorithm designs such as dynamic programming, greedy method and Backtracking in real world problems.</p>
<b>Core</b>	<b>Java Technologies</b>	<p><b>CO1</b> : Discuss the concepts of classes, constructors and inheritance.</p> <p><b>CO2</b> : Examine inter-process communication and its implementation using Java.</p> <p><b>CO3</b> : Classify various methods in String and StringBuffer Class.</p> <p><b>CO4</b> : Design simple applets using various components in java swing and write basic swing applications</p> <p><b>CO5</b> : Invent AWT applications using frames, dialogs, menus, colour, fonts.</p>
<b>Core</b>	<b>Python Programming</b>	<p><b>CO1</b> : Discuss the procedural control flow in python</p> <p><b>CO2</b> : Illustrate the various data structures provided by python library.</p> <p><b>CO3</b> : Identify the various inheritance techniques.</p> <p><b>CO4</b> : Construct real-world applications using oops concepts</p> <p><b>CO5</b> : Design Web application using databases</p>
<b>Elective</b>	<b>Object Oriented Systems Development</b>	<p><b>CO1</b> : Discuss the object oriented system development life cycle.</p> <p><b>CO2</b> : Identify the application of Unified Modeling Language (UML) towards analysis and design.</p> <p><b>CO3</b> : Utilize object-oriented methods for analysis</p> <p><b>CO4</b> : Assess various design techniques for object oriented software systems.</p> <p><b>CO5</b> : Justify quality assurance measures and metrics to build quality software.</p>
<b>Core</b>	<b>Shell Programming</b>	<p><b>CO1</b> : Explain the architecture and features of LINUX Operating System.</p> <p><b>CO2</b> : Examine the various process commands.</p> <p><b>CO3</b> : Identify the various roles of System Administrator.</p> <p><b>CO4</b> : Investigate the various shell scripts to solve a problem.</p> <p><b>CO5</b> : Synthesize regular expressions for pattern matching and apply them to various filters for a specific task.</p>
<b>Core</b>	<b>Advanced Java Technologies</b>	<p><b>CO1</b> : Identify J2EE Multitier architectures and design patterns.</p> <p><b>CO2</b> : Compose and use various embedded SQL queries</p> <p><b>CO3</b> : Construct J2EE components involving Java Servlets and Java Server Pages.</p> <p><b>CO4</b> : Illustrate invoking of remote objects using RMI Technology.</p> <p><b>CO5</b> : Design, publish and invoke a web service</p>
<b>Core</b>	<b>Cryptography And Network Security</b>	<p><b>CO1</b> : Outline the Network components and architectures.</p> <p><b>CO2</b> : Compare the various protocols in network models.</p> <p><b>CO3</b> : Assess the different cryptographic algorithms.</p>

		<p><b>CO4</b> : Identify the network security services and mechanisms.</p> <p><b>CO5</b> : Classify IPsec, SSL, PGP security protocols in real world applications.</p>
<b>Core</b>	<b>J2EE - Practical</b>	<p><b>CO1</b> : Illustrate application using embedded SQL queries.</p> <p><b>CO2</b> : Construct J2EE components using servlets, JSP and XML.</p> <p><b>CO3</b> : Assess cookies using JSP and Java Servlets.</p> <p><b>CO4</b> : Design to invoke a remote object using RMI Technology.</p> <p><b>CO5</b> : Examine web application using HTTP references.</p>
<b>Elective</b>	<b>Data Mining Using R</b>	<p><b>CO1</b> : Examine the importance of data mining in various applications</p> <p><b>CO2</b> : Assess and process raw input data and implement using various clustering algorithms.</p> <p><b>CO3</b> : Illustrate the appropriate classification algorithm on real datasets</p> <p><b>CO4</b> : Explain the features of R for data analysis</p> <p><b>CO5</b> : Complete appropriate statistical tests and visualization using R</p>
<b>Elective</b>	<b>Software Project Management And Quality Assurance</b>	<p><b>CO1</b> : Predict and resolve IT related crisis using project management software.</p> <p><b>CO2</b> : Discuss and manage the phases of IT projects and analyse process models using effort estimation techniques.</p> <p><b>CO3</b> : Design strategies to calculate risk factors involved in IT projects.</p> <p><b>CO4</b> : Assess the quality management processes and prepare a software quality plan for a software project.</p> <p><b>CO5</b> : Classify the principles of defect prevention for software automation.</p>
<b>Core</b>	<b>Ruby On Rails Programming</b>	<p><b>CO1</b> : Discuss the concepts of classes, blocks and modules</p> <p><b>CO2</b> : Examine exception handling concepts on files using the Ruby programming language.</p> <p><b>CO3</b> : Construct applications using Object oriented concepts</p> <p><b>CO4</b> : Design, test, and deploy basic web applications with Ruby on Rails (RoR).</p> <p><b>CO5</b> : Invent an advanced project using MySQL, Ruby and RoR frameworks.</p>
<b>Core</b>	<b>Cloud Technologies</b>	<p><b>CO1</b> : Compare Parallel with Distributed Cloud Computing concepts.</p> <p><b>CO2</b> : Identify the different Cloud service and deployment models.</p> <p><b>CO3</b> : Discuss the importance of virtualization and multithreading with respect to Aneka Cloud.</p> <p><b>CO4</b> : Solve MapReduce techniques in Aneka Cloud platform.</p>



		<b>CO5</b> : Categorize the different cloud computing platforms, services and Applications
<b>Core</b>	<b>C# And .Net</b>	<b>CO1</b> : Explain the features of C# <b>CO2</b> : Illustrate classes, polymorphism and inheritance concepts in C# language <b>CO3</b> : Design applications using interfaces, delegates and events. <b>CO4</b> : Compose a Web form with server controls and display dynamic data from a data source by using Microsoft ADO.NET and data binding <b>CO5</b> : Invent and deploy real time web applications
<b>Core</b>	<b>Cyber Security And Computer Forensics</b>	<b>CO1</b> : Outline information security and the legal perspectives of cybercrime in India. <b>CO2</b> : Identify the cyber offenses and penalties. <b>CO3</b> : Investigate the security challenges posed by wireless devices. <b>CO4</b> : Assess the various security tools and methods used in cyber attacks. <b>CO5</b> : Discuss the essential concepts and terminologies involved in Cyber Forensics.
<b>Core</b>	<b>Mini Project</b>	<b>CO1</b> : Identify the requirement specification for the real world problem <b>CO2</b> : Design required databases and select the front end and back end software for application development. <b>CO3</b> : Construct application interfaces, modules and events of the specified project. <b>CO4</b> : Use various testing tools to the project. <b>CO5</b> : Assess the application for maintenance
<b>Elective</b>	<b>Software Testing</b>	<b>CO1</b> : Discuss the various types and techniques of software testing. <b>CO2</b> : Assess the black box and white box testing strategies in real applications. <b>CO3</b> : Identify software test process elements for a Project. <b>CO4</b> : Design test cases, test scripts and defect reports for applications. <b>CO5</b> : Inspect desktop and web based applications with QTP and Selenium tools.
<b>Elective</b>	<b>Optimization Techniques</b>	<b>CO1</b> : Explain the fundamental concepts & general mathematical structure of linear programming model. <b>CO2</b> : Solve solutions for transportation and assignment models. <b>CO3</b> : Discuss the various sequencing problems. <b>CO4</b> : Predict the conditions of certainty, uncertainty or risk using decision theory. <b>CO5</b> : Examine the use of optimization techniques in networks.

<p><b>Elective</b></p>	<p><b>Hypertext Preprocessor- Practical</b></p>	<p><b>CO1</b> : Discuss the features of scripting language  <b>CO2</b> : Construct forms using get, post and session method.  <b>CO3</b> : Invent applications using Object oriented concepts and graphics.  <b>CO4</b> : Compose applications using cookies.  <b>CO5</b> : Design forms and manipulate data using PHP and MySQL connectivity.</p>
<p><b>Elective</b></p>	<p><b>MySQL- Practical</b></p>	<p><b>CO1</b> : Construct and deploy applications using Java and JSP.  <b>CO2</b> : Invent applications using C and C++ as front end and MySQL as back end.  <b>CO3</b> : Utilize web applications with ASP.NET, PHP and Visual Basic.  <b>CO4</b> : Compose an application using MySQL, and Java Servlets.  <b>CO5</b> : Design applications using R and Python as front end and MySQL as back end.</p>
<p><b>Major Project</b></p>	<p><b>Major Project</b></p>	<p><b>CO1</b> : Identify the requirement specifications for the real world problem specified by the IT company.  <b>CO2</b> : Design required databases and select the front end and back end software for application development.  <b>CO3</b> : Invent application interfaces, modules and events of the specified project.  <b>CO4</b> : Classify various testing tools to the project.  <b>CO5</b> : Assess the application for maintenance</p>

**Program Name: B.Sc. (Computer Science)**

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

**Program Specific Outcomes (PSO)**

<b>PSO 1</b>	Strengthen the basic concepts on computation and mathematics to manage resources with optimisation techniques.
<b>PSO 2</b>	Demonstrate the nuances of programming skills with programming languages.
<b>PSO 3</b>	Design Web based applications and Enterprise Management based applications.
<b>PSO 4</b>	Build Knowledge Management Models with open source tools.
<b>PSO 5</b>	Develop quality software systems by using robust algorithms and appropriate software engineering design principles.

**Course Outcomes (CO)**

<b>Course Component</b>	<b>Course Name</b>	<b>Course Outcomes</b>
<b>Core</b>	<b>Programming in C</b>	<b>CO1.</b> Design the logical sequence for a problem and write programs to solve it. <b>CO2.</b> Implement the concept of arrays in programming. <b>CO3.</b> Use functions and structures to solve the given problem. <b>CO4.</b> Access data using the concept of files and pointers. <b>CO5.</b> Develop animated graphical images.
<b>Core</b>	<b>Digital Logic Fundamentals</b>	<b>CO1.</b> Recognize various number systems related to computers. <b>CO2.</b> Relate Boolean expressions to truth tables. <b>CO3.</b> Develop a digital logic and use it to solve real life problems. <b>CO4.</b> Design combinational and sequential logic circuits. <b>CO5.</b> Explain the architectural design and functions of digital computers.
<b>Allied</b>	<b>Statistics Using R</b>	<b>CO1.</b> Interpret real time happenings into statistical data and visualize using graphical representation. <b>CO2.</b> Translate real-world problems into probability models. <b>CO3.</b> Derive statistical inferences by analysing and interpreting the data. <b>CO4.</b> Implement Statistical concepts using R. <b>CO5.</b> Develop meaningful conclusions through data analysis using R.

<b>Core</b>	<b>Database Management Systems</b>	<p><b>CO1.</b> Identify the major DBMS components and their function.</p> <p><b>CO2.</b> Design optimized queries with non-procedural query languages.</p> <p><b>CO3.</b> Develop Database and administer the data using SQL and PL/SQL.</p> <p><b>CO4.</b> Normalize tables efficiently.</p> <p><b>CO5.</b> Organize, maintain and retrieve data effectively with different database system architectures.</p>
<b>Core</b>	<b>Computer Architecture and Microprocessor</b>	<p><b>CO1.</b> Explain the basic structure and functions of the various computer components.</p> <p><b>CO2.</b> Conceptualize memory organization and storage.</p> <p><b>CO3.</b> Illustrate the instruction cycle mechanism.</p> <p><b>CO4.</b> Discuss the concepts of Hardwired control and micro programmed control.</p> <p><b>CO5.</b> Write programs for implementing in 8086 Microprocessor.</p>
<b>Allied</b>	<b>Discrete Mathematics For Computer Science</b>	<p><b>CO1.</b> Express a sentence in terms of predicates, quantifiers, and logical connectives.</p> <p><b>CO2.</b> Use the rules of inference to arrive at a conclusion.</p> <p><b>CO3.</b> Translate between narrative arguments and predicate logic.</p> <p><b>CO4.</b> Represent any given problem in terms of a graph.</p> <p><b>CO5.</b> Demonstrate different traversal methods for trees and graphs.</p>
<b>Core</b>	<b>Programming in C++ and Data Structures</b>	<p><b>CO1.</b> Use the concepts of object oriented programming.</p> <p><b>CO2.</b> Implement Classes, inheritance and develop run time and compile time polymorphism.</p> <p><b>CO3.</b> Identify the use of various data structures.</p> <p><b>CO4.</b> Implement stacks and queues in C++.</p> <p><b>CO5.</b> Illustrate the use of trees and graphs data structures in Computer Science.</p>
<b>Allied</b>	<b>Resource Management Techniques</b>	<p><b>CO1.</b> Use various models to solve problems efficiently with limited resources.</p> <p><b>CO2.</b> Identify the special features of the Transportation and Assignment problem.</p> <p><b>CO3.</b> Find the significant impact of job sequencing.</p> <p><b>CO4.</b> Predict an individual's behaviour in a specific strategic situation and help in enhanced decision making.</p> <p><b>CO5.</b> Assess a Project using CPM and PERT models.</p>
<b>Elective</b>	<b>HyperText Preprocessor</b>	<p><b>CO1.</b> Design forms using GET/POST methods.</p>

	<p><b>and MySQL</b></p> <p><b>/ Android Application Programming</b></p>	<p><b>CO2.</b> Display and manipulate data using PHP and MySQL connectivity.</p> <p><b>CO3.</b> Validate user input using constraints.</p> <p><b>CO4.</b> Build modules using functions for any application.</p> <p><b>CO5.</b> Develop dynamic web pages.</p> <p><b>CO1.</b> Identify the technology and business trends impacting mobile applications.</p> <p><b>CO2.</b> Develop competency with the characterization and architecture of mobile applications.</p> <p><b>CO3.</b> Describe the requirements of mobile applications.</p> <p><b>CO4.</b> Implement essential Android Programming concepts.</p> <p><b>CO5.</b> Design user Interfaces for the Android platform.</p>
<b>Core</b>	<b>Design And Analysis Of Algorithm With Python</b>	<p><b>CO1.</b> Implement searching and sorting algorithms.</p> <p><b>CO2.</b> Use appropriate algorithms efficiently for a design situation.</p> <p><b>CO3.</b> Employ graphs to model engineering problems.</p> <p><b>CO4.</b> Solve problems involving vertex and edge Connectivity.</p> <p><b>CO5.</b> Implement various algorithm design strategies using Python.</p>
<b>Allied</b>	<b>Mathematics For Computer Science</b>	<p><b>CO1.</b> Perform various operations with Matrices.</p> <p><b>CO2.</b> Differentiate between crisp set and fuzzy set.</p> <p><b>CO3.</b> Develop a fuzzy inference model for a real time Application.</p> <p><b>CO4.</b> Implement Encoding and Decoding using Matrices.</p> <p><b>CO5.</b> Differentiate the symmetric and asymmetric key concepts.</p>
<b>Core</b>	<b>Operating Systems with Unix</b>	<p><b>CO1.</b> Explain the role of Operating System in Process, Memory and File management.</p> <p><b>CO2.</b> Compare the performance of scheduling algorithms and allocation policies.</p> <p><b>CO3.</b> Outline memory management and allocation in Operating System.</p> <p><b>CO4.</b> Assess the file concepts and page replacement Policies.</p> <p><b>CO5.</b> Implement shell scripts in BASH shell.</p>
<b>Core</b>	<b>Java and JSP Programming</b>	<p><b>CO1.</b> Design and build maintainable Web applications using Applets.</p> <p><b>CO2.</b> Develop and implement runnable threads.</p> <p><b>CO3.</b> Develop Servlets for an Enterprise based application.</p>

		<p><b>CO4.</b> Illustrate JDBC- ODBC bridge and Java SQL package.</p> <p><b>CO5.</b> Implement scripts in JSP.</p>
<b>Core</b>	<b>Data Communication And Computer Networks</b>	<p><b>CO1.</b> Demonstrate the purpose of network layered models and communication using layered concept.</p> <p><b>CO2.</b> Use appropriate error detection and correction mechanisms in the data link layer.</p> <p><b>CO3.</b> Explain internet-working principles.</p> <p><b>CO4.</b> List the functions of transport and application Layer.</p> <p><b>CO5.</b> Identify the nuances of various Wireless communications methods.</p>
<b>Core</b>	<b>Data Mining And Data Warehousing</b>	<p><b>CO1.</b> Explain about data pre-processing, data quality and data warehouse design.</p> <p><b>CO2.</b> Assess the various classification in data mining.</p> <p><b>CO3.</b> Extract knowledge using various mining algorithms with an open source tool.</p> <p><b>CO4.</b> Implement suitable algorithms to interpret the real time data sets.</p> <p><b>CO5.</b> Outline the different data mining applications.</p>
<b>Elective</b>	<b>Software Testing</b>  <b>/ NoSQL Database</b>	<p><b>CO1.</b> Design an appropriate software test process for a software Project.</p> <p><b>CO2.</b> Develop test strategies, design test cases, prioritize and execute them.</p> <p><b>CO3.</b> Manage software problems and defects efficiently.</p> <p><b>CO4.</b> Formulate different ways to test an application.</p> <p><b>CO5.</b> Prepare and predict checkpoints for software Applications.</p> <p><b>CO1.</b> Discuss various NoSQL systems and their features.</p> <p><b>CO2.</b> Design objects, load data, query data using NoSQL databases.</p> <p><b>CO3.</b> Demonstrate competency in designing NoSQL database management systems.</p> <p><b>CO4.</b> Build projects using NoSQL databases.</p> <p><b>CO5.</b> Use various data access controls.</p>
<b>Core</b>	<b>Web Technology</b>	<p><b>CO1.</b> Use dynamic styles and animations on Web pages.</p> <p><b>CO2.</b> Map HTML using the Document Object Model.</p> <p><b>CO3.</b> Design web applications using ASP.NET.</p> <p><b>CO4.</b> Debug and deploy ASP.NET web applications.</p>

		<p><b>CO5.</b> Develop database driven ASP.NET web applications and web services.</p>
<b>Core</b>	<b>Digital Forensics</b>	<p><b>CO1.</b> Categorize Digital Crimes.  <b>CO2.</b> Document the process of digital forensic analysis.  <b>CO3.</b> Visualize how Trojans, viruses and worms attack the Digital evidences.  <b>CO4.</b> Describe the trade-offs and differences between various forensic tools.  <b>CO5.</b> Identify the impact of Cloud Computing on Digital Forensics.</p>
<b>Core</b>	<b>Internet Of Things</b>	<p><b>CO1.</b> Employ key technologies and protocols at each layer of the stack.  <b>CO2.</b> Use the appropriate design principles in developing an IOT based model.  <b>CO3.</b> Identify and use appropriate sensors.  <b>CO4.</b> Build and test a working IoT system involving prototyping, programming.  <b>CO5.</b> Use the concepts related to cloud computing and data analytics in a typical IoT system.</p>
<b>Core</b>	<b>Agile Software Engineering And Development</b>	<p><b>CO1.</b> Explain the principles and practices of software engineering and development.  <b>CO2.</b> Use software process models effectively.  <b>CO3.</b> Produce efficient, reliable, robust and cost-effective software solutions.  <b>CO4.</b> Adopt appropriate agile planning principles for software development.  <b>CO5.</b> Develop software according to SQA standards.</p>
<b>Core</b>	<b>Cloud Computing</b>	<p><b>CO1.</b> Describe the Service Models, Deployment Model and various Cloud Service Providers.  <b>CO2.</b> Explain the economics of outsourcing Infrastructure services from cloud.  <b>CO3.</b> Discuss the responsibilities of customers and Cloud Service Providers while moving into a cloud environment.  <b>CO4.</b> Identify problems related to data storage and provide appropriate cloud computing solutions.  <b>CO5.</b> Recommend 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)**

<b>PSO 1</b>	Acquire conceptual knowledge in computer science, programming languages, business mathematics, financial and cost accounting to meet the business automation requirements
<b>PSO 2</b>	Examine real world problem and conceptualize robust computational solutions.
<b>PSO 3</b>	Design and create real time applications using latest technologies like Ajax programming, R, Python and artificial intelligence.
<b>PSO 4</b>	Strengthen exposure to latest technology by giving hands-on real time projects and publishing research articles in international journals
<b>PSO 5</b>	Identify and practice cyber ethics and security in computing systems for betterment of the society.

**Course Outcomes (CO)**

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



		<p><b>CO5:</b> Develop meaningful conclusions through data analysis using R.</p>
<b>Core</b>	<b>Database Management Systems</b>	<p><b>CO1:</b> Identify the major DBMS components and their function.</p> <p><b>CO2:</b> Design optimized queries with non-procedural Query languages.</p> <p><b>CO3:</b> Develop Database and administer the data using SQL and PL/SQL.</p> <p><b>CO4:</b> Normalize tables efficiently.</p> <p><b>CO5:</b> Organize, maintain and retrieve data effectively with different database system architectures.</p>
<b>Core</b>	<b>Data Structures</b>	<p><b>CO1:</b> Describe the linear data structures stack, queue, linked list and their operations.</p> <p><b>CO2:</b> Develop applications for linear and non linear data structures like lists, tree and graphs.</p> <p><b>CO3:</b> Compare different sorting and searching techniques</p> <p><b>CO4:</b> Explain various tree traversal algorithms.</p> <p><b>CO5:</b> Identify the shortest paths in graphs.</p>
<b>Allied</b>	<b>Mathematics For Computer Applications</b>	<p><b>CO1:</b> Discuss the computational and algorithmic aspects of lattices.</p> <p><b>CO2:</b> Explain the applications of Mathematical logic and Boolean Algebra in real life.</p> <p><b>CO3:</b> Compute self evaluating series using recurrence relations.</p> <p><b>CO4:</b> Analyze and evaluate the accuracy of common numerical methods.</p> <p><b>CO5:</b> Design equations for real time problems using coding theory.</p>
<b>Core</b>	<b>Programming in JAVA</b>	<p><b>CO1:</b> Discuss the Object Oriented Programming principles.</p> <p><b>CO2:</b> Explain the classes,objects and packages.</p> <p><b>CO3:</b> Demonstrate the Threading and Networking in Java.</p> <p><b>CO4:</b> Design GUI objects in Java.</p> <p><b>CO5:</b> Develop user interface web applications using Graphics and applets.</p>

<p style="text-align: center;"><b>Core</b></p>	<p style="text-align: center;"><b>Operating Systems with Unix</b></p>	<p><b>CO1:</b> Explain the role of Operating System in Process, memory and file management.</p> <p><b>CO2:</b> Compare the performance of scheduling algorithms and allocation policies.</p> <p><b>CO3:</b> Outline memory management and allocation in Operating System.</p> <p><b>CO4:</b> Assess the file concepts and page replacement Policies.</p> <p><b>CO5:</b> Implement shell scripts in BASH shell.</p>
<p style="text-align: center;"><b>Core</b></p>	<p style="text-align: center;"><b>Resource Management Techniques</b></p>	<p><b>CO1:</b> Use various models to solve problems efficiently with limited resources.</p> <p><b>CO2:</b> Identify the special features of the Transportation and Assignment problem.</p> <p><b>CO3:</b> Find the significant impact of job sequencing.</p> <p><b>CO4:</b> Predict an individual's behaviour in a specific strategic situation and help in enhanced decision making</p> <p><b>CO5:</b> Assess a Project using CPM and PERT models.</p>
<p style="text-align: center;"><b>Allied</b></p>	<p style="text-align: center;"><b>Fundamentals of Financial Accounting</b></p>	<p><b>CO1:</b> Discuss the fundamentals of accounting.</p> <p><b>CO2:</b> Explain the final accounts in trading concern.</p> <p><b>CO3:</b> Identify the errors and rectify the transactions.</p> <p><b>CO4:</b> Compute depreciation of fixed asset in accounting using different methods.</p> <p><b>CO5:</b> Discuss the company accounts and preparation of balance sheets.</p>
<p style="text-align: center;"><b>Elective</b></p>	<p style="text-align: center;"><b>Hypertext PreProcessor and MYSQL</b></p> <p style="text-align: center;"><b>/ Android Application Programming</b></p>	<p><b>CO1:</b> Design forms using GET/POST methods.</p> <p><b>CO2:</b> Display and manipulate data using PHP and MySQL connectivity.</p> <p><b>CO3:</b> Validate user input using constraints.</p> <p><b>CO4:</b> Build modules using functions for any application.</p> <p><b>CO5:</b> Develop dynamic web pages.</p> <p><b>CO1:</b> Identify the technology and business trends impacting mobile applications.</p> <p><b>CO2:</b> Develop competency with the characterization and architecture of mobile applications.</p> <p><b>CO3:</b> Describe the requirements of mobile applications.</p> <p><b>CO4:</b> Implement essential Android Programming concepts.</p> <p><b>CO5:</b> Design user interfaces for the Android Platform.</p>

Core	Software Engineering With UML	<p><b>CO1:</b> Explain the various software lifecycle models applicable to real time project developments.</p> <p><b>CO2:</b> Apply software engineering principles in software development</p> <p><b>CO3:</b> Design software projects using UML tool.</p> <p><b>CO4:</b> Develop, test and maintain software systems that behave reliably and efficiently</p> <p><b>CO5:</b> Compute the software metrics for real time projects.</p>
Core	Data Mining	<p><b>CO1:</b> Outline datamining concepts and identify dataset for relevant problems.</p> <p><b>CO2:</b> Apply Cluster methods for datasets.</p> <p><b>CO3:</b> Implement classification algorithms for datasets and find results.</p> <p><b>CO4:</b> Explain the applications of mining in different Sectors.</p> <p><b>CO5:</b> Use open source data mining tools for data analytics</p>
Core	Programming In Python	<p><b>CO1:</b> Discuss the role of python in analytics.</p> <p><b>CO2:</b> Implement Artificial intelligence algorithms in python.</p> <p><b>CO3:</b> Develop graphical interface applications in python for interactive analytics.</p> <p><b>CO4:</b> Design CGI applications.</p> <p><b>CO5:</b> Create database applications in python.</p>
Allied	Fundamentals Of Cost And Management Accounting	<p><b>CO1:</b> Discuss the importance of cost accounting.</p> <p><b>CO2:</b> Compare fund flow and cash flow analysis.</p> <p><b>CO3:</b> Discuss and analyze ratio analysis.</p> <p><b>CO4:</b> Apply the concept of marginal costing in real life situations.</p> <p><b>CO5:</b> Prepare and analyze various functional budgets</p>
Core	Business Intelligence	<p><b>CO1:</b> Discuss Business Intelligence (BI) methodology and concepts.</p> <p><b>CO2:</b> Describe big data related technologies like Hadoop, Mapreduce and NoSQL.</p> <p><b>CO3:</b> Compare Text and Web Analytics.</p> <p><b>CO4:</b> Ability to visualize information using charts, dashboard and score cards</p> <p><b>CO5:</b> Discuss the role and capabilities of data scientist as new analytics profession.</p>
Core	Data Communication	<p><b>CO1:</b> Demonstrate the purpose of network layered models and communication using layered concept.</p>

	<b>And Computer Networks</b>	<p><b>CO2:</b> Use appropriate error detection and correction mechanism in the data link layer.</p> <p><b>CO3:</b> Explain internetworking principles.</p> <p><b>CO4:</b> List the functions of transport and application layer.</p> <p><b>CO5:</b> Identify the nuances of various Wireless communications methods.</p>
<b>Core</b>	<b>Artificial Intelligence</b>	<p><b>CO1:</b> Discuss the problem solving methods using AI</p> <p><b>CO2:</b> Explain the knowledge representation issues and approaches</p> <p><b>CO3:</b> Apply statistical techniques.</p> <p><b>CO4:</b> Explain NLP and game programming</p> <p><b>CO5:</b> Discuss the concepts of fuzzy logic</p>
<b>Core</b>	<b>XML And Its Applications</b>	<p><b>CO1:</b> Discuss the opportunities, limitations in E-commerce</p> <p><b>CO2:</b> Build XML documents, style-sheets and schemas</p> <p><b>CO3:</b> Design interfacing with Java, ASP.NET and web services.</p> <p><b>CO4:</b> Recommend secure e-payments</p> <p><b>CO5:</b> Appreciate the importance of XML web services</p>
<b>Elective</b>	<b>Software Testing</b>	<p><b>CO1:</b> Design an appropriate software test process for a software Project.</p> <p><b>CO2:</b> Develop test strategies, design test cases, prioritize and execute them.</p> <p><b>CO3:</b> Manage software problems and defects efficiently.</p> <p><b>CO4:</b> Formulate different ways to test an application.</p> <p><b>CO5:</b> Prepare and predict checkpoints for software Applications.</p>
	<b>NoSQL Database</b>	<p><b>CO1:</b> Discuss various NoSQL systems and their features.</p> <p><b>CO2:</b> Design objects, load data, query data using NoSQL databases.</p> <p><b>CO3:</b> Demonstrate competency in designing NoSQL database management systems.</p> <p><b>CO4:</b> Build projects using NoSQL databases.</p> <p><b>CO5:</b> Use various data access controls.</p>
<b>Core</b>	<b>Web Technology</b>	<p><b>CO1:</b> Use dynamic styles and animations on web pages.</p> <p><b>CO2:</b> Map HTML using the Document object model.</p> <p><b>CO3:</b> Design web applications using ASP.NET.</p> <p><b>CO4:</b> Debug and deploy ASP.NET web applications.</p> <p><b>CO5:</b> Develop database driven ASP.NET web applications and web services.</p>

<p style="text-align: center;"><b>Core</b></p>	<p style="text-align: center;"><b>Cloud Computing</b></p>	<p><b>CO1:</b> Describe the Service models, Deployment model and various Cloud Service Providers.</p> <p><b>CO2:</b> Explain the economics of outsourcing infrastructure services from cloud.</p> <p><b>CO3:</b> Discuss the responsibilities of customers and Cloud Service Providers while moving into a cloud environment.</p> <p><b>CO4:</b> Identify problems related to data storage and provide appropriate cloud computing solutions.</p> <p><b>CO5:</b> Recommend a secured Cloud environment integrated with Privacy principles and regulations</p>
<p style="text-align: center;"><b>Core</b></p>	<p style="text-align: center;"><b>Advanced Java Programming</b></p>	<p><b>CO1:</b> Discuss the importance of advanced java programming</p> <p><b>CO2:</b> Develop enterprise level applications using advanced Java techniques</p> <p><b>CO3:</b> Design database applications using SQL</p> <p><b>CO4:</b> Create dynamic web pages using servlet and JSP</p> <p><b>CO5:</b> Develop enterprise applications using AJAX</p>
<p style="text-align: center;"><b>Core</b></p>	<p style="text-align: center;"><b>Cyber Security</b></p>	<p><b>CO1:</b> Discuss the various types of cybercrime</p> <p><b>CO2:</b> List the threats involved in different devices</p> <p><b>CO3:</b> Recommend the computer network and information security needs of an organization.</p> <p><b>CO4:</b> Assess cyber security risk management policies in order to adequately protect an organization's critical information and assets.</p> <p><b>CO5:</b> Outline the various security laws and policies.</p>

**Program Name: B.Sc Mathematics**

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

**Program Specific Outcomes (PSO)**

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

**Course Outcomes (CO)**

<b>COMPONENT</b>	<b>SUBJECT</b>	<b>COURSE OUTCOME</b>
<b>Core</b>	<b>Algebra &amp; Trigonometry</b>	<b>CO1</b> - Apply the concepts of theory of equations in solving equations of higher order. <b>CO2</b> -Develop analytical skills in summing up binomial, exponential and logarithmic series using the most appropriate method. <b>CO3</b> -Interpret the different types of matrices and obtain their eigen values. <b>CO4</b> -Use algebraic skills and computational techniques essential for the expansions of trigonometric functions. <b>CO5</b> -Acquire the basic knowledge of circular and hyperbolic functions of a complex variable.
<b>Core</b>	<b>Differential Calculus</b>	<b>CO1</b> -Apply Leibnitz theorem to find the higher derivatives of product of two functions. <b>CO2</b> - Compute critical points, maxima, minima for the function of two variables. <b>CO3</b> - Implement the relationship between cartesian & polar coordinates and obtain pedal equation for curves. <b>CO4</b> -Determine radius of curvature, centre of curvature and evolutes in cartesian and polar coordinates. <b>CO5</b> – Construct equations of asymptotes for algebraic curves and apply them in relevant fields.
<b>Allied</b>	<b>C Programming</b>	<b>CO1</b> –Acquire a strong foundation in fundamental concepts of C language. <b>CO2</b> - Develop programming skills using input/output operations, branching and looping. <b>CO3</b> - Apply the concept of arrays in program coding. <b>CO4</b> - Implement the knowledge of character arrays and strings in executing C program. <b>CO5</b> -Synchronize mathematical knowledge with C language and develop error debugging & testing skills.

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

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



CORE	<b>Number Theory &amp; Cryptography</b>	<p><b>CO1-</b> Establish the significances of number theory in solving problems and familiarize with properties of congruence.</p> <p><b>CO2-</b> Apply Fermat's and Wilson's theorem in counting and remainder problems.</p> <p><b>CO3-</b> Encrypt and decrypt a message using different cipher techniques.</p> <p><b>CO4-</b> Implement Euclidean algorithms and procedures in numerical analysis.</p> <p><b>CO5-</b> Distinguish between symmetric and asymmetric cryptosystems and understand the concepts of RSA cryptosystem.</p>
CORE	<b>Discrete Mathematics</b>	<p><b>CO1-</b> Employ generating function techniques as a tool to solve problems effectively.</p> <p><b>CO2-</b> Express a logic sentence in terms of predicates, quantifiers, and logical connectives.</p> <p><b>CO3-</b> Find the supremum and infimum of Posets.</p> <p><b>CO4-</b> Evaluate Boolean functions and simplify expressions using the properties of Boolean algebra.</p> <p><b>CO5-</b> Select appropriate error control codes in suitable situations.</p>
ELLECTIVE	<b>Fuzzy Mathematics</b>	<p><b>CO1-</b> Acquire the knowledge of various types of fuzzy sets.</p> <p><b>CO2-</b> Explain related concepts associated with fuzzy sets.</p> <p><b>CO3-</b> Analyze various levels and types of fuzzy sets.</p> <p><b>CO4-</b> Visualize geometrically different types of fuzzy relations.</p> <p><b>CO5-</b> Interpret fuzzy logics in medicine and management decision making.</p>
CORE	<b>Integral Transforms &amp; Applications</b>	<p><b>CO1-</b> Evaluate Laplace transforms of various functions and its inverse.</p> <p><b>CO2-</b> Solve second order ordinary differential equations using Laplace transform techniques.</p> <p><b>CO3-</b> Analyze the concepts of complex form of Fourier integral theorem.</p> <p><b>CO4-</b> Compute the Fourier transforms and its inverse of functions of one variable.</p> <p><b>CO5-</b> Devise the procedure for obtaining the solution of one dimensional heat and wave equations.</p>
CORE	<b>Complex Analysis</b>	<p><b>CO1-</b> Compute analytic function <math>f(z)</math> in various situations.</p> <p><b>CO2-</b> Find the image of any closed region from <math>z</math>-plane to <math>w</math>-plane under the given transformation.</p> <p><b>CO3-</b> Implement Cauchy's integral formulae to solve problems in complex integration.</p> <p><b>CO4-</b> Expand any complex function in terms of Taylor's and Laurent's series.</p> <p><b>CO5-</b> Evaluate complex contour integration using Cauchy's Residue Theorem.</p>
CORE	<b>Optimisation Techniques</b>	<p><b>CO1-</b> Formulate real life situations into a linear programming problem, analyze and obtain the optimal solution.</p> <p><b>CO2-</b> Apply transportation/ assignment techniques in resource mobilisation/job allocation in any organization.</p> <p><b>CO3-</b> Compute minimum total elapsed time for processing jobs using sequencing models and derive optimal strategies in a competitive environment using the characteristics of game theory.</p>

		<p><b>CO4-</b> Use PERT &amp; CPM principles in undertaking any project and obtain the expected duration taking into consideration the probabilistic nature of the project.</p> <p><b>CO5-</b> Adopt appropriate logistics of queuing theory efficiently and enhance customer satisfaction.</p>
<b>CORE</b>	<b>Graph Theory</b>	<p><b>CO1-</b> Acquire the knowledge of vertices, edges and various types of graphs.</p> <p><b>CO2-</b> Construct communication networks using connectivity concepts.</p> <p><b>CO3-</b> Use the concept of trees in simple applications.</p> <p><b>CO4-</b> Identify Hamiltonian, Eulerian graphs and apply their properties in network theory.</p> <p><b>CO5-</b> Apply the concept of planarity in 3D graphs.</p>
<b>CORE</b>	<b>Mathematical Modelling</b>	<p><b>CO1-</b> Formulate and solve population dynamic problems using differential equations.</p> <p><b>CO2-</b> Apply the concept of continuity in simple compartment model.</p> <p><b>CO3-</b> Acquire knowledge of modelling of prey predator and competitive models.</p> <p><b>CO4-</b> Utilize the principles of differential equations and solve problems in spatial science.</p> <p><b>CO5-</b> Develop and solve mathematical models in Economics and Finance.</p>

**Program Name: M.A. Public Policy**

**Post Graduate Program in Arts with specialization in Public Policy**

**Program Specific Outcomes (PSO)**

<b>PSO 1</b>	Demonstrate an understanding of public policy, public administration & governance
<b>PSO 2</b>	Comprehend Government actions and policies in governance and trade
<b>PSO 3</b>	Apply the knowledge of public policy processes to become a public policy analyst
<b>PSO 4</b>	Build competent skills to effect policy changes in governance and administration

**Course Outcomes (Co)**

<b>Course Component</b>	<b>Course</b>	<b>Course Outcomes</b>
<b>Core</b>	<b>Introduction to Public Policy</b>	<b>CO 1:</b> Recognize the concepts of Public Policy and its evolution <b>CO 2:</b> Gain knowledge of the various models of Public Policy <b>CO 3:</b> Understand Government actions and capabilities and regulatory independence <b>CO 4:</b> Examine principles of governance, strategies of reform and bureaucratic re engineering <b>CO 5:</b> Gain an overview of public policy evaluation and data driven policy making
<b>Core</b>	<b>Fundamentals of Law and Judiciary</b>	<b>CO 1:</b> Explain and differentiate between Civil law and Criminal law and role of public policy in law <b>CO 2:</b> Recognise the theoretical framework of the Constitutional law <b>CO 3:</b> Design policy formulations in enforcement of Civil and Criminal Law <b>CO 4:</b> Prepare life cycle of a case and understand the procedures in filing and following a case <b>CO 5:</b> Illustrate the importance of public interest litigations and understand the role of Supreme court as a policy maker
<b>Core</b>	<b>Public Administration and Governance</b>	<b>CO 1:</b> Define Public Administration, challenges of liberalization, privatization, globalization and good governance <b>CO 2:</b> Interpret Scientific Management in the context of administrative thought <b>CO 3:</b> Gain understanding of organization structures and forms and judicial accountability and civil control <b>CO 4:</b> Apply knowledge of personnel administration through process of training, recruitment, grievance redressal mechanism. <b>CO 5:</b> Evaluate the techniques of e – governance, automation, budgetary process and audit

Core	Writing and Communication Skills for Public Policy	<p><b>CO 1:</b> Understand the role and impact of persuasive policy writing and student authored bog posts and essays</p> <p><b>CO 2:</b> Demonstrate the different forms of writing reports, opinions, published blog posts, editorial column and argumentative writing</p> <p><b>CO 3:</b> Develop editing skills and structuring an articles as an editor</p> <p><b>CO 4:</b> Identify challenges in communication with self, teams and groups</p> <p><b>CO 5:</b> Formulate reading and organising skills, structuring designs and emails</p>
Elective	Quantitative Techniques for Public Policy	<p><b>CO 1:</b> Understand the fundamental mathematical concepts of fractions, ratios, compounding interest and continuous compounding</p> <p><b>CO 2:</b> Perform differentiation in economic theory and apply minima &amp; maxima principles</p> <p><b>CO 3:</b> Apply Integration in economics, consumer and producer surplus</p> <p><b>CO 4:</b> Gain knowledge of statistical tools of central tendency and measures of dispersion</p> <p><b>CO 5:</b> Explain application of correlation and regression analysis</p>
Elective	Environment and Public Policy	<p><b>CO 1:</b> Have an understanding of environmental problems and the role of population, technology and economic policy</p> <p><b>CO 2:</b> Critically evaluate the sustainable development and precautionary principle</p> <p><b>CO 3:</b> Gain an understanding of International Environmental Policy debates and climate changes</p> <p><b>CO 4:</b> Identify legal and regulatory framework for Environmental Protection and Impact Assessment in India</p> <p><b>CO 5:</b> Exhibit higher level capability in understanding judicial pronouncements and case study on Bhopal gas Tragedy</p>
Core	Public Policy Analysis	<p><b>CO 1:</b> Explain the theoretical perspective of policy process network and political feasibility</p> <p><b>CO 2:</b> Classify and summarize the types of policy analysis</p> <p><b>CO 3:</b> Gain an overview of the stakeholders in policy analysis</p> <p><b>CO 4:</b> Interpret the techniques of policy analysis of MBO, PERT and CPM</p> <p><b>CO 5:</b> Evaluate the economic and institutional constraints of Public policy and enabling policy reversals</p>
Core	E - Governance	<p><b>CO 1:</b> Define the fundamentals and evolution of governance in digital age</p> <p><b>CO 2:</b> Gain an overview of the six perspectives and six theories of E - governance</p> <p><b>CO 3:</b> Apply E - governance in rural development, urban administration and economic development</p> <p><b>CO 4:</b> Critically evaluate the cases e –literacy, digitalization of land record and administration of projects</p> <p><b>CO 5:</b> Evaluate the E readiness and issues on capacity building, adaption of technology and administrative reforms</p>

<p style="text-align: center;"><b>Core</b></p>	<p style="text-align: center;"><b>Bureaucracy And Civil Society</b></p>	<p><b>CO 1:</b> Discuss the concepts of Bureaucracy and sustainable development  <b>CO 2:</b> Detail the theories of bureaucracy and the problems in development of citizen administration relationship  <b>CO 3:</b> Classify civil society based on the civil movements and new services of social synergy  <b>CO 4:</b> Demonstrate the principal - agent model, signalling and screening model, and incentive structure for bureaucratic performances  <b>CO 5:</b> Integrate the accountability quotient, politics and development mechanisms to tap potential in government performance</p>
<p style="text-align: center;"><b>Elective</b></p>	<p style="text-align: center;"><b>Gender and Public Policy</b></p>	<p><b>CO 1:</b> Map gender differences and perspectives of gender as a social construct  <b>CO 2:</b> Gain understanding of government mechanism and laws in respect to gender  <b>CO 3:</b> Evaluate laws on inheritance, adoption, child marriage and surrogacy  <b>CO 4:</b> Recognize the political issues on gender and violence against women and counter laws to tackle the issue  <b>CO 5:</b> Comprehend the economic issues on gender in relation to poverty, work opportunities and women empowerment</p>
<p style="text-align: center;"><b>Elective</b></p>	<p style="text-align: center;"><b>Media Strategy and Public Policy</b></p>	<p><b>CO 1:</b> Gain an understanding of mass media, challenges to journalism in India and ownership patterns  <b>CO 2:</b> Comprehend the types of digital and social media  <b>CO 3:</b> Compile and evaluate the various types of media campaigns and feedback  <b>CO 4:</b> Explain press conference, its types and functions and evaluate newsworthiness  <b>CO 5:</b> Develop interview preparations and research of print and video interviews including hostile interviews</p>
<p style="text-align: center;"><b>Elective</b></p>	<p style="text-align: center;"><b>Urban Planning Policy</b></p>	<p><b>CO 1:</b> Gain knowledge of the concept of cities and the theories of urban foundation and global city  <b>CO 2:</b> Recognize the evolution of Municipal metropolitan governance in India and trace the growth of urban development in modern India  <b>CO 3:</b> Analyse the growth, zoning of cities, smart cities and economic development of City Economy  <b>CO 4:</b> Understand Urban Infrastructure in terms of transportation regulations and employment of public services to reduce poverty  <b>CO 5:</b> Apply case studies to gain understanding of urban politics in modern India and modelling change</p>
<p style="text-align: center;"><b>Core</b></p>	<p style="text-align: center;"><b>Ethics and Public Policy</b></p>	<p><b>CO 1:</b> Explain the role of personal morality and ethics in policy making process  <b>CO 2:</b> Discuss various ethical frameworks and approaches to analysing ethical dilemmas  <b>CO 3:</b> Identify conflicts between individual liberty and paternalism and dilemmas on tax reforms</p>

		<p><b>CO 4:</b> Have an understanding of professional ethics and bureaucratic politics to identify the whistleblower triggers</p> <p><b>CO 5:</b> Evaluate the global issue on ethics, transparency and accountability and trade</p>
<b>Core</b>	<b>Behavioural Sciences and Public Policy</b>	<p><b>CO 1:</b> Examine the Choice Architecture, belief formation, persuasion and framing of voting behaviour</p> <p><b>CO 2:</b> Understand the prospects and bias theory and its control mechanism</p> <p><b>CO 3:</b> Apply insights from behavioural sciences to policy design and understand the case studies on nudges</p> <p><b>CO 4:</b> Evaluate the behavioural economics of poverty, social exclusion and redistribution</p> <p><b>CO 5:</b> Manage developments in subjective well-being, happiness and public policy</p>
<b>Core</b>	<b>Development Studies</b>	<p><b>CO 1:</b> Understand conceptual issues in economic development and market systems</p> <p><b>CO 2:</b> Gain knowledge of poverty, poverty gap, economic inequality and world bank strategy</p> <p><b>CO 3:</b> Discuss population growth theories, capital formation and migration strategies</p> <p><b>CO 4:</b> Measure the acceleration in capital formation to economic development and understand the environmental degradation</p> <p><b>CO 5:</b> Explain the various classical theories and Contemporary models to economic development</p>
<b>Core</b>	<b>Research Methodology</b>	<p><b>CO1:</b> Identify the objectives of research, types, process and importance</p> <p><b>CO2:</b> Define and formulate the research problem</p> <p><b>CO3:</b> Design a sampling design and framing a hypothesis</p> <p><b>CO4:</b> Determine the sources of data, methods and scaling techniques for analysis</p> <p><b>CO5:</b> Interpret the results and drafting a research report</p>
<b>Elective</b>	<b>Foreign Policy</b>	<p><b>CO 1:</b> Understand conceptual issues in India's foreign policy, Parliament, pressure groups military and Ministry of External Affairs</p> <p><b>CO 2:</b> Gain knowledge of defence policy and defence cooperation, Indian Maritime policy and terrorism concerns</p> <p><b>CO 3:</b> Discuss Foreign economic policy and the role of WTO, G – 77 &amp; G – 20 economic integrations</p> <p><b>CO 4:</b> Evaluate the socio – cultural dimensions of India's Foreign policy</p> <p><b>CO 5:</b> Explain the emerging trends post cold war and the nuclear policy and inter countries relationship</p>
<b>Elective</b>	<b>Rural Development Policy</b>	<p><b>CO 1:</b> Discuss democracy decentralization and rural development</p> <p><b>CO 2:</b> Identify the rural institutions of panchayat raj reforms in India and the set up of E - panchayats</p> <p><b>CO 3:</b> Understand the role of rural credit, technical assistance by governments and self – help groups</p>

		<p><b>CO 4:</b> Describe the various rural development programmes and governance in scheduled areas and stake holder committees</p> <p><b>CO 5:</b> Explain the land reform due to rural unrest and governance of social change</p>
<b>Core</b>	<b>Writing a Policy Brief and Policy Analysis</b>	<p><b>CO 1:</b> Understand the nuances of writing a persuasive technical policy memo</p> <p><b>CO 2:</b> Gain knowledge of the eight step policy analysis</p> <p><b>CO 3:</b> Analyse the policy problem and prepare the final policy brief</p> <p><b>CO 4:</b> Build a policy framework using steps of public policy analysis</p> <p><b>CO5:</b> Understand the- Role of the policy paper in the policy making process.</p>
<b>Core</b>	<b>International Economics and Public Policy</b>	<p><b>CO 1:</b> Examine the theories of international trade</p> <p><b>CO 2:</b> Discuss the meaning and types of exchange rates and the structure of balance of payments and disequilibrium</p> <p><b>CO 3:</b> Analyse the trade policies, tariffs, quotas and cases for and against free trade</p> <p><b>CO 4:</b> Demonstrate the role of International Economic Institutions and major trade integration agreements</p> <p><b>CO 5:</b> Exhibit overview of the role of developing countries in export instability and trade</p>

**Program Name: B.A Sociology**

**Under Graduate Program in Arts with specialization in Sociology**

**Program Specific Outcomes (PSO)**

<b>PSO 1</b>	Develop An Understanding On The Origin Of Sociology And Its Contemporary Growth
<b>PSO 2</b>	Identify The Reason Behind Social Issues And Problems Faced By The People And Explore Measures To Overcome Them.
<b>PSO 3</b>	Demonstrate Academic Proficiency, Employability Skills, And Succeed In Competitive Exams.
<b>PSO 4</b>	Exhibit Social Values And Work For Societal Development And To Cherish Human Well Being.

<b>COURSE COMPONENTS</b>	<b>COURSE NAME</b>	<b>COURSE OUTCOME</b>
<b>Core</b>	<b>Principles Of Sociology</b>	<b>CO1.</b> Define the concepts and gain knowledge on the nature, scope, and importance of Sociology. <b>CO2.</b> Know the theories on the origin of society. <b>CO3.</b> Recognize the role and functions of various social institutions. <b>CO4.</b> Examine the need for man to live in groups, its formation, and its functions. <b>CO5.</b> Identify the importance, relevance, and agents of Socialization.
<b>Core</b>	<b>Sociology Of Indian Society</b>	<b>CO1.</b> Gain knowledge on the formation of Indian society and know the Cultural, Ethnic, Linguistic and Racial Composition <b>CO2.</b> Examine the features of the traditional Indian society like the Varna system and the Doctrine of Karma. <b>CO3.</b> Identify the changing trends in the Indian caste system and its New identities. <b>CO4.</b> Recognize the changing trends in the social institutions of marriage, family, and kinship. <b>CO5.</b> Identify the social changes caused by Sanskritization, Secularization, Industrialization, Globalization, etc.
<b>Allied</b>	<b>Social Psychology</b>	<b>CO1.</b> Understand the principles of social psychology and its application in everyday life <b>CO2.</b> Discuss the process of social perception and the factors that influence it. <b>CO3.</b> Assess the nature and factors affecting personality development and describe the theoretical approaches to understand personality. <b>CO4.</b> Explain the characteristics, functions, and role



		<p>of Leadership and leadership style.</p> <p><b>CO5.</b> Appraise the causes of aggression and prejudice and its impact on everyday life.</p>
<b>Core</b>	<b>Rural Sociology</b>	<p><b>CO1.</b> Map the historical evolution of rural settlements in India and the types of rural society.</p> <p><b>CO2.</b> Recognize the various land tenure systems in rural society.</p> <p><b>CO3.</b> Assess the structure of the rural economy and the importance of rural industries.</p> <p><b>CO4.</b> Evaluate the relevance of the Panchayat Raj system.</p> <p><b>CO5.</b> Examine the central and state rural development Programs since independence.</p>
<b>Core</b>	<b>Social Pathology</b>	<p><b>CO1.</b> Gain an understanding of the social factors that trigger social disorganization in society.</p> <p><b>CO2.</b> Differentiate various social issues like Regionalism, Communalism, Linguistic, Religious and Minority Issues</p> <p><b>CO3.</b> Analyze Caste inequalities and the constitutional provisions for protective discrimination.</p> <p><b>CO4.</b> Identify the various gender issues in India and the legal provision enacted for safeguarding women.</p> <p><b>CO5.</b> Know the causes and consequences of social deviances that prevail and the measures to control various deviant behavior.</p>
<b>Allied</b>	<b>Social Anthropology</b>	<p><b>CO1.</b> Identify the contemporary as well as traditional elements of social life.</p> <p><b>CO2.</b> Infer the role of culture in everyday life and examine enculturation, culture complex, etc.</p> <p><b>CO3.</b> Recognize the roots of socio-cultural elements and cultural competency</p> <p><b>CO4.</b> Explain the economic and political organization of property and trade exchange.</p> <p><b>CO5.</b> Construct and assess the social perceptions of religion and magic by examining the anthropological concepts.</p>
<b>Core</b>	<b>Sociological Theory</b>	<p><b>CO1.</b> Identify and articulate the basic notions, relevant information's and possible critics of Positivism, Social Darwinism, and other contributions of Auguste Comte and Herbert Spencer.</p> <p><b>CO2.</b> Describe and restate the theories like; Suicide and Protestant ethics and spirit of capitalism and other contributions of Durkheim and Weber.</p> <p><b>CO3.</b> Compare and contrast the global relevance of functionalistic concepts, and it's a synthesis with the social scenario by assessing the contributions of Talcott parsons and Robert K Merton.</p>

		<p><b>CO4.</b> Examine the contributions of Karl Max, C Wright Mills, and Ralph Dahrendorf on conflict theory.</p> <p><b>CO5.</b> Discuss the contributions of Indian Sociologists like A.R Desai and Yogendra Singh</p>
<b>Allied</b>	<b>Social Demography</b>	<p><b>CO1.</b> Define concepts in demography and highlight the importance of studying social demography.</p> <p><b>CO2.</b> Identify the sources of demographic data, census, National Sample Survey, Vital Statistics.</p> <p><b>CO3.</b> Analyze the Effectiveness of population policies in India</p> <p><b>CO4.</b> Gain an overview of the Millennium Development Goals on population.</p>
<b>Allied</b>	<b>Research Methodology</b>	<p><b>CO1.</b> Discuss the objectives of the research.</p> <p><b>CO2.</b> Identify a research problem and frame objectives.</p> <p><b>CO3.</b> Develop research-based on primary or secondary sources and perform data collection, analysis, and interpretation.</p> <p><b>CO4.</b> Design a research report.</p> <p><b>CO5.</b> Apply SPSS to datasets.</p>
<b>Core</b>	<b>Urban Sociology</b>	<p><b>CO1.</b> Outline an overview of the nature, scope, and importance of Urban Sociology.</p> <p><b>CO2.</b> Map the origin of towns and cities in India.</p> <p><b>CO3.</b> Identify the reasons behind urban specific social problems and analyze strategies in compacting them.</p> <p><b>CO4.</b> Understand the bases and criteria for developing an urban master plane, garden cities, and Satellite towns.</p> <p><b>CO5.</b> Identify administrative agencies that work for Urban development like HUDCO, CMDA.</p>
<b>Core</b>	<b>Social Movements In India</b>	<p><b>CO1.</b> Discuss and retrospect the characteristics, types, and theories of Social Movements in India</p> <p><b>CO2.</b> Articulate the contemporary relevance of Socio- religious and national movements like the Civil Disobedience Movement and Quit India Movement.</p> <p><b>CO3.</b> Compare and contrast the force of origin, distinctive character, mechanisms, and popularity of various social reform movements like the Self Respect Movement in TN, SNDP, and, Mahar Movement.</p> <p><b>CO4.</b> Identify and analyze the social impact and outcome of the various Peasant and Tribal Movements.</p> <p><b>CO5.</b> Recognize and predict the mode of action on New Social Movements like the Women's movement and Environment movement etc..</p>
<b>Core</b>	<b>Sociology Of Development</b>	<p><b>CO1.</b> Identify the parameters of Development.</p> <p><b>CO2.</b> Explain the theories of Development.</p> <p><b>CO3.</b> Retrospect the Development Disparities in India.</p>

		<p><b>CO4.</b> Analyze the Indian experience of Development.</p> <p><b>CO5.</b> Analyze the recent trends in Social Development.</p>
<b>Core IX</b>	<b>Sociology Of Organization</b>	<p><b>CO1.</b> Discuss the various organizational concepts and their significance.</p> <p><b>CO2.</b> Identify organizational Structure, elements, processes, and functions.</p> <p><b>CO3.</b> Explain the nature of the organizational environment and interface.</p> <p><b>CO4.</b> Analyze the Group decision-making process.</p> <p><b>CO5.</b> Outline the Leadership styles and Team building.</p>
<b>Core</b>	<b>Human Resource Management</b>	<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. Analyze the components of compensation concerning various sectors.</p> <p>CO5. Outline the Employee relations in the workplace</p>
<b>Elective</b>	<b>Project</b>	<p>CO1. Identify the Research problem.</p> <p>CO2. Apply suitable research design.</p> <p>CO3. Illustrate the appropriate type and content of a review of the literature on the research topic.</p> <p>CO4. Analyze the data and apply all the research skills.</p> <p>CO5. Compose and write the research report and bibliography in the most effective way.</p>
<b>Core</b>	<b>Political Sociology</b>	<p>CO1. Discuss the nature and functions of Political systems.</p> <p>CO2. Explain the Democratic and totalitarian systems of Government.</p> <p>CO3. Identify the types and significance of theories of the distribution of power in society.</p> <p>CO4. Discuss the Political Structure and functioning of political parties in India.</p> <p>CO5. Analyze the problems in the outcome of public opinion.</p>
<b>Core</b>	<b>Globalization and Society</b>	<p><b>CO1.</b> Discuss the concept of globalization in the social and historical context.</p> <p><b>CO2.</b> Identify agencies that promote the Globalization process.</p> <p><b>CO3.</b> Explain the Ethos of Globalization.</p> <p><b>CO4.</b> Outline the impacts of globalization on different spheres of social life.</p> <p><b>CO5.</b> Analyze the Indian experience of globalization.</p>
<b>Core</b>	<b>Social Welfare and Social Legislation</b>	<p><b>CO1.</b> Gain an overview of the fundamental rights, duties, and DPSP of the Constitution of India.</p> <p><b>CO2.</b> Identify the various social welfare needs of the people of India.</p>

		<p><b>CO3.</b> Explain the various social legislation initiated by Legislative Bodies</p> <p><b>CO4.</b> Identify the various Central and State Government social welfare schemes</p> <p><b>CO5.</b> Evaluate and predict the changing outlook of social welfare.</p>
<b>Core</b>	<b>Environment and Society</b>	<p><b>CO1.</b> Gain an overview of the interrelationship between Environment and Society.</p> <p><b>CO2.</b> Identify the environmental issues, problems, and its impact on society.</p> <p><b>CO3.</b> Apply social impact assessment scale and identify Eco friendly technologies.</p> <p><b>CO4.</b> Identify Legal provisions for environmental justice and agents which work for environmental protection.</p> <p><b>CO5.</b> Identify the societal responses in developing Indigenous Cultures Practice and Rights</p>
<b>Core</b>	<b>Corporate Social Responsibility</b>	<p>CO1. Comprehend the importance of CSR.</p> <p>CO2. Analyze the various approach to CSR in India.</p> <p>CO3. Outline the various stakeholders of CSR.</p> <p>CO4. Evaluate the Framework for rating CSR.</p> <p>CO5. Identify the CSR projects undertaken by corporate and submit a report on their practices.</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 skills to inference and prediction of human cognition and behaviour; and demonstrate 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**

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

		<p><b>CO3.</b> Examine the types of consciousness, sleep and psychoactive drugs.</p> <p><b>CO4.</b> Explain the science of emotions, and motivated behaviours.</p> <p><b>CO5.</b> Identify temperamental patterns of individual differences and discuss personality theories.</p>
<b>Core</b>	<b>Biological Psychology- II</b>	<p><b>CO1.</b> Discuss the phases and stages in Neurodevelopment</p> <p><b>CO2.</b> Identify the causes of brain damage, explain neuroplastic responses to damages and differentiate disorders associated with brain degeneration</p> <p><b>CO3.</b> Analyse the effects of sleep deprivation and explain biology of sleep</p> <p><b>CO4.</b> Explain the cortical mechanisms of sensation.</p> <p><b>CO5.</b> Compare and contrast between various disorders of movement and explain motor control and neuroplasticity.</p>
<b>Allied</b>	<b>Introduction To Cyberpsychology</b>	<p><b>CO1.</b> Discuss the scope and importance of cyberpsychology.</p> <p><b>CO2.</b> Outline the traditional and online relationships and analyze the pros and cons.</p> <p><b>CO3.</b> Identify and explain the various influences of digital technology on child and adolescent behaviour.</p> <p><b>CO4.</b> Explain addictive behaviours to technology use and describe theories in online gaming and gambling.</p> <p><b>CO5.</b> Discuss the emerging challenges in cyberspace and suggest the role of mental health professionals in overcoming challenges.</p>
<b>Core</b>	<b>Developmental Psychology I</b>	<p><b>CO1.</b> Explain child birth process and discuss the prenatal and postnatal developmental influences on survival and health of infant.</p> <p><b>CO2.</b> Identify the developmental milestones during infancy and toddlerhood.</p> <p><b>CO3.</b> Classify the physical, cognitive and psychosocial development during early childhood.</p> <p><b>CO4.</b> Examine the cognitive development and adjustments at school</p> <p><b>CO5.</b> Illustrate the maturational challenges and psychosocial adjustments during early childhood</p>
<b>Allied</b>	<b>Experimental Psychology- Practical</b>	<p><b>CO1.</b> Demonstrate curiosity to explore scientific explanations of cognitive processes.</p> <p><b>CO2.</b> Simulate lab experiments for analysing Cognitive processes.</p> <p><b>CO3.</b> Exhibit professional and ethical way for conducting experiments.</p> <p><b>CO4.</b> Demonstrate skills for writing lab report and interpret results.</p> <p><b>CO5.</b> Exhibit skills to Build experiments on cognitive processes.</p>
<b>Elective</b>	<b>Human Resource Management</b>	<p><b>CO1.</b> Outline the importance and functions of Human Resource Managers.</p>

		<p><b>CO2.</b> Explain the process of recruitment and training in organizations</p> <p><b>CO3.</b> Analyze the techniques for training and development of human resources.</p> <p><b>CO4.</b> Identify the components of compensation and its benefits at work place.</p> <p><b>CO5.</b> Design the determinants of ethical behaviour at work and explain the importance of employee relations.</p>
<b>Core</b>	<b>Developmental Psychology- II</b>	<p><b>CO1:</b> Discuss the physical, cognitive and psychosocial changes in adolescence.</p> <p><b>CO2:</b> Identify the cognitive challenges, adjustments and coping during young adulthood.</p> <p><b>CO3:</b> Explain the distinctiveness of adult cognition and its influences on health.</p> <p><b>CO4:</b> Assess the maturational challenges and adjustments to interpersonal relations during middle age.</p> <p><b>CO5:</b> Explain the aging process and discuss the process of dealing death and bereavement during old age.</p>
<b>Allied</b>	<b>Psychological Testing-Practical</b>	<p><b>CO1.</b> Demonstrate competence in the selection and administration of suitable psychological tests for measuring various attributes.</p> <p><b>CO2.</b> Exhibit skills to conduct psychological assessment in controlled setting.</p> <p><b>CO3.</b> Demonstrate competence in writing a psychological report.</p> <p><b>CO4.</b> Describe the properties of standardized testing and psychometric properties of tool</p> <p><b>CO5.</b> Exhibit professional standards and etiquettes in reporting results.</p>
<b>Core</b>	<b>Abnormal Psychology I</b>	<p><b>CO1.</b> Explain the origins of abnormal behaviour and contemporary research approaches to study mental disorders.</p> <p><b>CO2.</b> Explain the diathesis stress model and explain various risks and causal patterns of mental illness.</p> <p><b>CO3.</b> Discuss causal pattern and approaches to treatment for anxiety, and related disorders.</p> <p><b>CO4.</b> Discuss the DSM criteria for mood and associated disorders with suggest treatment and outcomes.</p> <p><b>CO5.</b> Identify the clinical features of somatic and dissociative disorders and its types.</p>
<b>Core</b>	<b>Social Psychology- I</b>	<p><b>CO1.</b> Discuss the principles of social psychology and its application in social influence and social thinking.</p> <p><b>CO2.</b> Evaluate and introspect on concepts of self.</p> <p><b>CO3.</b> Explain the process of attitude formation and its influences on behavior.</p> <p><b>CO4.</b> Examine the factors that influence social thinking and behaviour through classic social experiments.</p>

		<b>CO5.</b> Explain the importance of group behaviour and social skills such as persuasion.
<b>Core</b>	<b>Positive Psychology</b>	<p><b>CO1.</b> Compare and contrast traditional and positive psychology movements.</p> <p><b>CO2.</b> Discuss the importance of positive emotion and psychological well-being.</p> <p><b>CO3.</b> Illustrate the science of resilience and well-being with empirical theories.</p> <p><b>CO4.</b> Identify the determinants of happiness and suggest ways to enhance happiness.</p> <p><b>CO5.</b> Explain the importance of positive traits, character strengths and virtues for harmonious living.</p>
<b>Core</b>	<b>Counseling Psychology</b>	<p><b>CO1.</b> Discuss the need and importance of counselling, guidance and psychotherapy.</p> <p><b>CO2.</b> Discuss the ethical, legal and professional standards for counselling practice and demonstrate adequate counsellor skills.</p> <p><b>CO3.</b> Explain the therapeutic benefits of psychoanalysis, client centred therapy in counselling.</p> <p><b>CO4.</b> Discuss the contemporary approaches in counselling like Cognitive behaviour therapies, narrative counselling and crisis counselling.</p> <p><b>CO5.</b> Identify and apply suitable counselling techniques in career counselling, relationship counselling, and employee assistance and so on.</p>
<b>Elective</b>	<b>Health Psychology</b>	<p><b>CO1.</b> Discuss the importance of health psychology and role of psychologists in health / medical counselling.</p> <p><b>CO2.</b> Examine various techniques for health promotion and promote behaviour modification.</p> <p><b>CO3.</b> Identify behavioural pathogens and assist in psycho-education to overcome comprising behaviours</p> <p><b>CO4.</b> Explain the psychobiology of stress and examine sources of stress and coping.</p> <p><b>CO5.</b> Apply principles of behaviour modification in health promotion of chronic and lifestyle diseases.</p>
<b>Core</b>	<b>Abnormal Psychology II</b>	<p><b>CO1.</b> Explain clinical features of personality disorders and differentiate its subtypes.</p> <p><b>CO2.</b> Discuss effects of abuse, dependence and tolerance to alcohol and psychoactive drugs.</p> <p><b>CO3.</b> Explain clinical features and causes of various sexual deviance and gender identity disorders</p> <p><b>CO4.</b> Identify and analyse various psychotic Disorders, its nature, causes and treatment outcomes.</p> <p><b>CO5.</b> Summarize the role of therapy and intervention for Rehabilitation of mentally ill.</p>
<b>Core</b>	<b>Social Psychology – II</b>	<p><b>CO1.</b> Identify and explain influence of aggression and prejudice and its consequences on everyday situations.</p> <p><b>CO2.</b> Discuss the various components in relationship management.</p> <p><b>CO3.</b> Exhibit skills for socializing and pro-social behaviour</p>



		<p><b>CO4.</b> Explain the importance of conflict resolution and peacemaking.</p> <p><b>CO5.</b> Apply principles of social psychology in various settings such as clinics, organisations and court.</p>
<b>Core</b>	<b>Organizational Psychology</b>	<p><b>CO1.</b> Discuss the importance of study of organisational behaviour and discuss the challenges of changing workplace environment</p> <p><b>CO2.</b> Apply, relate and appreciate dynamics of organizational structure, culture and performance.</p> <p><b>CO3.</b> Identify the determinants of team work, leadership and examine the importance of communication.</p> <p><b>CO4.</b> Explain and differentiate various theories of work motivation and job satisfaction.</p> <p><b>CO5.</b> Identify the factors that affect work environment and discuss various occupational hazards</p>
<b>Core</b>	<b>Research Methods</b>	<p><b>CO1.</b> Identify a research problem, differentiate research methods and explain research process</p> <p><b>CO2.</b> Formulate research problem, report research gap through extensive literature analysis</p> <p><b>CO3.</b> Develop effective sampling design and frame testable hypotheses</p> <p><b>CO4.</b> Demonstrate ability to draft a questionnaire, conduct pilot study, process and analyse data with appropriate statistical treatment</p> <p><b>CO5.</b> Exhibit skills to report findings of a research using mechanics of APA style writing</p>

**Program Name: M.A. COMMUNICATION**

**Post Graduate Program in Arts with specialisation in Communication**

**Program Specific Outcomes (PSO)**

<b>PSO1</b>	Apply the fundamentals of communications in various domains of journalism, media management, corporate communication research
<b>PSO2</b>	Demonstrate creativity in the areas of advertising, Public Relations campaigns and film making.
<b>PSO3</b>	Organize and deliver relevant media applications through effective written, verbal, graphical and virtual communications mediums.

**Course Outcomes (CO)**

<b>Course Components</b>	<b>Subjects</b>	<b>Course outcome</b>
<b>Core</b>	<b>Introduction to Communication</b>	<b>CO1</b> Define the various facets of communication <b>CO2</b> Explain the growth, structure, characteristics and issues in the Print Media <b>CO3</b> Explain the growth, structure, characteristics and issues in the Electronic Media <b>CO4</b> Critically examine various Communication models and strategies <b>CO5</b> Describe the various theories on which the media industry is built upon
<b>Core</b>	<b>Journalistic Skills</b>	<b>CO1</b> Explain the fundamental concepts of Journalism, types of news, various formats and the theories. Analyse the rights, duties and responsibilities of Journalists <b>CO2</b> Distinguish between the various sources of news for different situations and the latest trends in gathering news <b>CO3</b> Explain the fundamentals of the nuances of editing <b>CO4</b> Critically examine the skills required to be a successful Journalist in various media <b>CO5</b> Create a publication design and layout for different media
<b>Core</b>	<b>Reporting And Writing</b>	<b>CO 1</b> Understand and distinguish various types of Beat Reporting. <b>CO 2</b> Apply the nuances of professional Copy Editing in all their reports. <b>CO 3</b> Design a broadsheet applying Industry Standards with the accumulated reports collected over three months

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

		CO5 Identify potential areas for Market research and draft a research design for the same
<b>Core</b>	<b>Audio Visual Production</b>	<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>
<b>Elective</b>	<b>Social Media Communication</b>	<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>
<b>Elective</b>	<b>Advertising Strategy And Campaign</b>	<p>CO 1 Conceptualize a strategy and design an appropriate Live Campaign</p> <p>CO 2 Explore Branding opportunities for Advertising Campaign</p> <p>CO 3 Plan research and budgeting and execute an Advertising Campaign.</p>
<b>Core</b>	<b>Print Journal</b>	<p>CO 1 Apply research oriented techniques to write articles.</p> <p>CO 2 Examine nuances of design soft wares.</p> <p>CO 3 Compilation of the articles to create professional journals.</p>
<b>Core</b>	<b>Communication Research Methods</b>	<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>
<b>Core</b>	<b>Audio Video Production II</b>	<p>CO1 Examine the art of script writing, screen play and story board creation for various media requirements</p> <p>CO2 Apply the process of Post Production.</p> <p>CO3 Execute production in various formats like Documentary/ Short Films/ Docu Drama/ Travelogues.</p>
<b>Core</b>	<b>Film Studies</b>	<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 Students are updated with the recent Trends in film making and projection</p>

<b>Core</b>	<b>Online Journal</b>	<p><b>CO 1</b> Inspect the various ways of navigation in website creation.</p> <p><b>CO 2</b> Select and compilation of articles for online format.</p> <p><b>CO 3</b> Design the online journal applying the various software techniques.</p>
<b>Elective</b>	<b>Information And Communication Technologies</b>	<p><b>CO1</b> Explain the Basics of ICT and integrate into advanced ICT knowledge in the changing socio economic context</p> <p><b>CO2</b> Enumerate the impact of ICT on Radio</p> <p><b>CO3</b> Describe the growth of electronic media, new technologies using Case Studies</p> <p><b>CO4</b> Analyse the legal aspects governing the Telecom industry</p> <p><b>CO5</b> Understand the Socioeconomic context and developmental impact of ICT using Case studies</p>
<b>Elective</b>	<b>Appreciation And Analysis Of Media</b>	<p><b>CO 1</b> Prepare a critical analysis of radio and television programmes.</p> <p><b>CO 2</b> Explain the complete view of various genres and its conventions, gender and stereotypes.</p> <p><b>CO 3</b> Assess the application of various theories like semiotics, psychoanalysis, marxism, feminism etc.</p>
<b>Core</b>	<b>Dissertation</b>	<p><b>CO 1</b> Choose an area of study and apply the concepts and right methodologies to write objectives.</p> <p><b>CO 2</b> Describe the importance of Review of Literature</p> <p><b>CO 3</b> Plan the method of analysis and interpretation and write a formal report with findings and suggestions.</p>
<b>Elective</b>	<b>PR Campaign/ Mini Project</b>	<p><b>CO 1</b> Select a concept for PR Campaign.</p> <p><b>CO 2</b> Derive a strategy for the campaign using necessary PR tools and execute the campaign.</p> <p><b>CO 3</b> Document and submit a report.</p>
<b>Core</b>	<b>Specialisation / Project</b>	<p><b>CO1</b> Identifying the field of specialisation.</p> <p><b>CO2</b> Intensive internship over a period of three months.</p> <p><b>CO3</b> Document and submit a detailed report</p>

**Program Name: M.A Media Management**

**Post Graduate Program in Arts with specialisation in Media Management**

**Program Specific Outcomes (PSO)**

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

**Course Outcomes (CO)**

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

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

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



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

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

**Program Name: B.A Journalism**

**Under Graduate Program in Arts with specialization in Journalism**

**Program Specific Outcomes (PSO)**

<b>PS01</b>	Demonstrate relevant skill sets through hands on experience in reporting, writing and editing.
<b>PS02</b>	Apply writing skills and demonstrate professionally competent analysis of news worthy events/policies to take up career in Journalism.
<b>PS03</b>	Exhibit professional ethics, community well-being and nation building initiatives.
<b>PSO4</b>	Enter the industry as trained and technically savvy graduates.
<b>PSO5</b>	Go in for advanced post graduate degrees in premier educational institutions.

**Course Outcomes (CO)**

<b>Course Components</b>	<b>Subjects</b>	<b>Course Outcome</b>
<b>Core</b>	<b>Basics Of Journalism</b>	<b>CO1</b> Analyse the news industry in India, its trends and outline the process of newspaper production. <b>CO2</b> Identify news and its types/theories and acquire the skills and qualities of a reporter. <b>CO3</b> 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 <b>CO4</b> Discuss the intricacies of beat coverage, attending press conferences and reporting culture for various channels. <b>CO5</b> Use editing skills for processing of news and discuss ethics of a sub editor.
<b>Allied</b>	<b>History Of Press In India</b>	<b>CO1</b> Outline the advent of press in India. <b>CO2</b> Assess the role of Press in reform movement and social awakening. <b>CO3</b> Discuss contribution of press in independence struggle and the Indian nationalist movement. <b>CO4</b> Discuss Press laws and Commissions. <b>CO5</b> Explain the growth of Press in Post Independent era and the beginning of Broadcast Journalism
<b>Core</b>	<b>Reporting And Writing (P)</b>	<b>CO1</b> Identify news stories and news development, justify newsworthiness. <b>CO2</b> Identify a celebrity who is currently in the news to interview, frame interview questions. <b>CO3</b> Identify topics for opinion poll for research process. <b>CO4</b> Identify topics for news feature and the human interest story.

		<b>CO5</b> Write the reports, submit them for editing and rewrite reports as per instructions, and do final submission.
<b>Core</b>	<b>Publication Design And Desktop Publishing (P)</b>	<b>CO1</b> Frame the editorial policy, prepare a style sheet. <b>CO2</b> Plan the contents of a four page broad sheet. <b>CO3</b> Build basic skills required for Journalism through reporting, writing and copy – editing. <b>CO4</b> Develop design and layout skills for publishing broadsheet. <b>CO5</b> Prepare the broadsheet after initial corrections and editing/rewriting.
<b>Core</b>	<b>Photo Journalism (P)</b>	<b>CO1</b> Identify types of camera/ lenses and its operations. <b>CO2</b> Apply indoor and outdoor lighting and design with light. <b>CO3</b> Assess photo journalism and visual reporting. <b>CO4</b> Plan composition, content, framing, editing of pictures and digital photography. <b>CO5</b> Prepare and submit an individual album with news based photographs.
<b>Allied</b>	<b>Social Issues In India</b>	<b>CO1</b> Identify, analyze and discuss the root causes of social issues. <b>CO2</b> Explain caste system, social stratifications and protective discrimination. <b>CO3</b> Discuss religion and minority issues in a secular society. <b>CO4</b> Analyze the role of media in the coverage of social problems. <b>CO5</b> Identify and analyze gender issues and other new issues in society.
<b>Core</b>	<b>Political Issues In India(P)</b>	<b>CO1</b> Critically analyze and cover political issues. <b>CO2</b> Present proposal of topics to be covered. <b>CO3</b> Report, write and submit stories for corrections/editing <b>CO4</b> Edit, plan and design tabloid layout. <b>CO5</b> Publish a tabloid with current political stories.
<b>Allied</b>	<b>Introduction To Indian Constitution</b>	<b>CO1</b> Critique the nature and scope of Indian Constitution relating to fundamental rights, duties, and Directive Principles. <b>CO2</b> Discuss a federal form of Government. <b>CO3</b> Define a Parliamentary form of Government. <b>CO4</b> Define Judiciary and contempt of Court. <b>CO5</b> Analyse the party system in India and the concept of coalition Government.
<b>Elective</b>	<b>Reporting For Radio (P)</b>	<b>CO1</b> Plan news based topics for radio feature <b>CO2</b> Present topic proposal for approval <b>CO3</b> Prepare radio script <b>CO4</b> Identify sources /personalities for radio bytes, fix schedules <b>CO5</b> Create a 30-45 minute news-based radio feature.
<b>Core</b>	<b>Business Reporting (P)</b>	<b>CO1</b> Build sources of news and identify major news- producing sector. <b>CO2</b> Plan to cover companies and prepare for press conferences. <b>CO3</b> Analyze Companies Financial Statements. <b>CO4</b> Plan techniques of Business reporting.. <b>CO5</b> Publish Business Journals on selected specific sector in business

<b>Allied</b>	<b>Economic Issues In India</b>	<p><b>CO1</b> Discuss Indian economy covering agriculture role of banks, rise of self help groups and public distribution system.</p> <p><b>CO2</b> Explain Finance Commission and planning Commission and analyse economic data, fiscal policy, Monetary policy and Trade policy.</p> <p><b>CO3</b> Analyse economic reforms, union budget, globalization and foreign trade policy.</p> <p><b>CO4</b> Critique role of Reserve Bank of India and other banks / financial institutions in economic development</p> <p><b>CO5</b> Define financial system in India, importance of capital market and regulatory and developmental functions of stock exchange.</p>
<b>Inter Disciplinary Elective</b>	<b>Media Relations</b>	<p><b>CO1</b> Outline the types of mass media and explain the importance of interpersonal communication and mass communication</p> <p><b>CO2</b> Analyse the media, media structure and organisation</p> <p><b>CO3</b> Formulate media relation strategies and explain need for media research and ethics.</p> <p><b>CO4</b> Outline the basics of reporting and editing and discuss internet as a tool for media relations.</p> <p><b>CO5</b> Plan media events like interviews and media conferences.</p>
<b>Core</b>	<b>Media Research (P)</b>	<p><b>CO1</b> Identify the importance of media research and define hypothesis and variables.</p> <p><b>CO2</b> Outline various methods of research.</p> <p><b>CO3</b> Apply research in print media, radio and television.</p> <p><b>CO4</b> Conduct research in approved area, applying research methodologies learnt.</p> <p><b>CO5</b> Write the research report using APA reference style and submit.</p>
<b>Core</b>	<b>Current Affairs – I</b>	<p>Collect information on current issues (political, economic, business International, Environmental and Sports issues) covered by latest National Newspapers and Magazines.</p> <p><b>CO1</b> Assess various issues being covered by the press</p> <p><b>CO2</b> Presentations on selected current issue.</p> <p><b>CO3</b> Discuss and debate current issues.</p> <p><b>CO4</b> Submit special project on crucial current issues.</p>
<b>Core</b>	<b>Print Journal (P)</b>	<p><b>CO1</b> Identify theme for the journal.</p> <p><b>CO2</b> Present a proposal with story ideas for approval.</p> <p><b>CO3</b> Conduct background research, report , write , edit and submit stories.</p> <p><b>CO4</b> Design the production of the content collected</p> <p><b>CO5</b> Produce a complete real-time theme based journal</p>
<b>Core</b>	<b>International Relations</b>	<p><b>CO1</b> Assess the domain of International Relations and approaches to the study</p> <p><b>CO2</b> Discuss globalization and the future of global politics</p> <p><b>CO3</b> Analyse resource issues, cooperative and sustainable development.</p> <p><b>CO4</b> Discuss the security and insecurity in the contemporary world and the role of UN in maintaining peace.</p> <p><b>CO5</b> Critique India and her relations with neighbouring countries</p>
<b>Elective</b>	<b>Reporting For Television (P)</b>	<p><b>CO1</b> Ideate and plan content for a television news feature.</p> <p><b>CO2</b> Compile news stories required for television news feature.</p> <p><b>CO3</b> Prepare and submit script for television news features</p>

		<p><b>CO4</b> Identify sources /personalities for the programme, fix schedules.</p> <p><b>CO5</b> Produce a 10- 12 minute television news feature.</p>
<b>Core</b>	<b>Media Law And Ethics</b>	<p><b>CO1</b> Analyse the role and power of the mass media and its effect on public opinion.</p> <p><b>CO2</b> Describe media and democracy and analyse freedom of expression and right to information.</p> <p><b>CO3</b> Outline provisions of relevant Acts relating to media like the Press and Registration of Books Act, Intellectual Property Rights etc.</p> <p><b>CO4</b> Outline the code of Ethics for Journalism, broadcasting and analyse case studies in media ethics.</p> <p><b>CO5</b> Critically analyse trends in journalism like sensationalism, Sting Journalism, Citizen Journalism, media trials, fake news and so on.</p>
<b>Core</b>	<b>Media And Society</b>	<p><b>CO1</b> Discuss Media and Society theories and its impact over space and time.</p> <p><b>CO2</b> Define media audience and explain theories of audience.</p> <p><b>CO3</b> Outline approaches to media analysis, Content, Text, Sociological and psychological analysis.</p> <p><b>CO4</b> Compare popular culture and people’s culture and analyse media and popular culture.</p> <p><b>CO5</b> Compile changing media technologies and analyse trends in Journalism.</p>
<b>Core</b>	<b>Specialisation In Sports/ Development Reporting /Lifestyle (P)</b>	<p><b>CO1</b> Choose the specialisation of choice, and the beat within the category.</p> <p><b>CO2</b> Present a detailed proposal of the news stories planned, for approval.</p> <p><b>CO3</b> Do a content analysis of the coverage given to the beat covered by a newspaper, news magazine, news website.</p> <p><b>CO4</b> Conduct extensive background research, report, write and edit stories</p> <p><b>CO5</b> Submit the project report upon approval.</p>
<b>Core</b>	<b>Current Affairs -II</b>	<p><b>CO1</b> Compile current issues covered by press</p> <p><b>CO2</b> Analyse and report on the current issues.</p> <p><b>CO3</b> Presentations on selected current issue.</p> <p><b>CO4</b> Debate and discuss the topic presented</p> <p><b>CO5</b> Build an overview of the current issues faced by society and reported by news media.</p>
<b>Core</b>	<b>New Media Journalism (P)</b>	<p><b>CO1</b> Ideate content and stories for online journal.</p> <p><b>CO2</b> Present proposal for final approval.</p> <p><b>CO3</b> Conduct extensive background research, report, write and edit stories</p> <p><b>CO4</b> Exhibit expertise in design and create own news website.</p> <p><b>CO5</b> Produce an online journal.</p>

**Program Name: B.Sc Visual Communication**

**Under Graduate Program in Science with specialization in  
Visual Communication**

**Program Specific Outcomes (PSO)**

<b>PSO 1</b>	Identify and practice effective communication with an aesthetic bent of mind.
<b>PSO 2</b>	Design and communicate innovative ideas through simulated projects that meet Industry standards.
<b>PSO 3</b>	Demonstrate competence as advertising professional, visualizer, copy writer, film maker, photographer, web designer, animator and graphic designer.
<b>PSO 4</b>	Communicate creatively through visual projects, to a diverse audience across a range of media.
<b>PSO 5</b>	Work in a professional and ethical manner, exploring design situations and producing visual content.

**Course Outcomes (CO)**

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

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



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

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

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

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

<b>PSO 1</b>	Integrate knowledge and skill that will sustain in an creative learning environment
<b>PSO 2</b>	Develop and produce simplified technical content and multimedia for electronic media
<b>PSO 3</b>	Plan, develop and implement communication for development projects at local, regional and global levels.
<b>PSO 4</b>	Explore opportunities in digital media, broadcast journalism, radio programming, photography and film production

**Course Outcomes (CO)**

<b>Components</b>	<b>Subjects</b>	<b>Course outcome</b>
<b>Core</b>	<b>Development Of Electronic Media</b>	CO 1 Describe the nature, scope and significance of Electronic Media. CO 2 Trace the development of Television over the ages. CO 3 Identify the growth of cinema, its types of film, documentaries. CO 4 Assess the development of New Age media. CO 5 Enumerate the importance of telecommunication industry and its regulations
<b>Core</b>	<b>2D Graphics</b>	CO 1 Demonstrate basic knowledge of Adobe Photoshop, Illustrator, and InDesign CO 2 Apply concepts and techniques used in Graphic production CO 3 Apply and integrate the design principles and ability to classify different classifications of typography
<b>Allie</b>	<b>Understanding Visual Media</b>	CO 1 Apply skills associated with the use of painting mediums and supports CO 2 Demonstrate knowledge of art terminology and methodology by analysing different art work CO 3 Identify and apply colour properties and concepts to create drawings and analyse elements of design to create lines, shapes, colours, and values
<b>Core</b>	<b>Audiography</b>	CO1 Explain the Physics and Psychographics of sound. CO2 Designing a studio by focusing on materials to be used with dimensions acoustics. CO3 Analyse the usage and application of various types of microphones. CO4 Acquire knowledge about digital recording process in live productions. CO5 Integrate sound for Cinema and Television.
<b>Core</b>	<b>Radio Production</b>	CO1 Discuss various aspects involved in production process in Radio Stations CO2 Describe the basis of radio programming, formats, scripts, sound effects, music and dialogue. CO3 Explain the organization of a radio station.

		CO4 Evaluate the radio production techniques and tools. CO5 Creating an audio content for community radio station
<b>Allied</b>	<b>Basics Of Production Design</b>	CO 1 Demonstrate a variety of drawing materials such as graphite, charcoal, and pastels CO 2 Create understanding on design and building up of props, costume design, drawings for set design construction CO 3 Identify the concepts and fundamentals of perspective drawing
<b>Core</b>	<b>Photography</b>	CO 1 Identify the types of DSLR cameras, lenses for different photographic subjects like Indoor and Outdoor photography CO 2 Demonstrate the working of digital camera techniques, exploring various lighting techniques and Visual Composition CO 3 Apply creative knowledge on variety of photographic themes
<b>Core</b>	<b>Script Writing For Electronic Media</b>	CO1 Explain the scripting formats, types and styles for Electronic Media. CO2 Evaluate the techniques of writing for commercials, announcements and other varieties of programmes CO3 Describe the various techniques of writing for different news features. CO4 Assess the various techniques of writing for Educational and children programmes CO5 Analyze the techniques of writing for new media.
<b>Core</b>	<b>Media And Audience Studies</b>	CO1 Explain the integration of Media and Society. CO2 Define the media audience, its types and audience analysis. CO3 Enumerate the connect between audience and culture based on theories. CO4 Explain the various approaches to media analysis. CO5 Explain the connection between Media and Popular culture
<b>Allied</b>	<b>Broadcast News</b>	CO1 Explain the news characteristics, ethics, technology CO2 Analyze the broadcast news formats CO3 Evaluate the styles of Radio news production. CO4 Analyze a TV news Bulletin CO5 Explain the latest trends in News production.
<b>Elective</b>	<b>Entertainment Media Marketing</b>	CO1 Explain the significance of entertainment media CO2 Describe the concept of event marketing and its functions CO3 Analyse the necessary of radio audience, sales, time, production systems CO4 Trace the growth of the India Film industry, planning for merchandising based on films. CO5 Evaluate the Social media marketing
<b>Core</b>	<b>Broadcast Law And Ethics</b>	CO 1 Explain the impact of media laws and broadcasting in India CO 2 Describe the concept of broadcasting ethics CO 3 Evaluate the laws governing the visual media. CO 4 Describe the Broadcasting codes prevalent in India CO 5 Evaluate the need for Cyber laws in India
<b>Core</b>	<b>TV Production</b>	CO 1 Explain the nature of television medium and types of telecasting

		<p>CO 2 Analyze the production environment and differentiate the studio and outdoor production</p> <p>CO 3 Analyze the nature of lights, the equipments, filters and reflectors</p> <p>CO 4 Elaborate the basic editing techniques.</p> <p>CO 5 Evaluate the three stages of video production.</p>
<b>Core</b>	<b>Videography</b>	<p>CO 1 Identify the basic visual and conceptual elements that are common to all works of art</p> <p>CO 2 Demonstrate knowledge of digital video camera operation, lighting and shooting techniques and digital video editing software</p> <p>CO 3 Create concepts and execute video recording</p>
<b>Allied</b>	<b>Interactive Multimedia</b>	<p>CO 1 Familiarity with graphic design basics for the web including concepts like color, contrast, readability, effective text and imagery</p> <p>CO 2 Demonstrate proficiency with core visual skills for designing web pages</p> <p>CO 3 Formulate to implement ideas using industry standard authoring tools</p>
<b>Elective</b>	<b>Radio Programming</b>	<p>CO 1 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>
<b>Core</b>	<b>3d Basics And Special Effects</b>	<p>CO 1 Identify working knowledge on basics of 3D, create logos, object creation using modifiers.</p> <p>CO 2 Create a 3D environment to have a walk through experience</p> <p>CO 3 Apply working knowledge on Studio 3D max</p>
<b>Core</b>	<b>Video Production</b>	<p>CO 1 Demonstrate knowledge of digital video camera operation, lighting, shooting techniques , digital video and audio editing software</p> <p>CO 2 Assess skills associated with production techniques including shooting, logging, capturing, editing and sound</p> <p>CO 3 Formulate variety of effects including compositing, motion effects, text generation and color correction</p>
<b>Core</b>	<b>Media Aesthetics</b>	<p>CO 1 Explain the need and practices of media aesthetics</p> <p>CO 2 Describe aesthetic experiences in film and television</p> <p>CO 3 Analyze the aesthetic orientation functions</p> <p>CO 4 Evaluate the connection between camera and angles, psychological uses of camera</p> <p>CO 5 Evaluate the film structure for different genres and styles</p>
<b>Core</b>	<b>Video Editing</b>	<p>CO 1 Differentiate between various editing functions</p> <p>CO 2 Explain the editing preparation and process</p> <p>CO 3 Evaluate the editing accessories, concepts and standards in sound editing</p> <p>CO 4 Analyze the impact of continuity editing and complexity editing</p> <p>CO 5 Integrate sound, visuals and graphics using latest software</p>

<b>Elective</b>	<b>Ad Production</b>	<p>CO 1 Analyze the elements of creative applications in the production of Ad Film making</p> <p>CO 2 Assess creative strategy process and its stages on TV and Radio commercials.</p> <p>CO 3 Apply production techniques for Radio and Television commercials with Jingles, Live Shooting, Animation and Special Effects</p>
<b>Core</b>	<b>Elements Of Film Studies</b>	<p>CO1 Explain the growth of Indian film industry and International film industries</p> <p>CO 2 Explain the film making process</p> <p>CO 3 Evaluate the arrangement of the scenery, props etc on the stage of a theatrical production or on the set of a film.</p> <p>CO 4 Describe the various forms and principles in films.</p> <p>CO 5 Explain the importance of style as a formal system</p>
<b>Core</b>	<b>Media Management</b>	<p>CO 1 Explain the media organization and its design, ownership.</p> <p>CO 2 Evaluate the media entrepreneurship in the era of new media and technology</p> <p>CO 3 Explain the economics of media, economic forces, managing revenue and cost factors</p> <p>CO 4 Evaluate the project management in Media</p> <p>CO 5 Strategize programmes in different media using case studies</p>
<b>Core</b>	<b>Specialisation Project (Video Production, Audio Production And Multimedia)</b>	<p>CO 1 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>CO 2 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>CO 3 Create and form an idea ad, short film, interactive site, web banner that uses animation</p>
<b>Core</b>	<b>Appreciation And Analytical Study Of Media</b>	<p>CO 1 Prepare knowledge in writing a dissertation and develop an appreciation for the aesthetic principles that guide or govern the art of film</p> <p>CO 2 Outline and describe the roles of artistic contributions of film writers, directors, cinematographers, editors, actors, and set designers</p> <p>CO 3 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.Sc. (Food Technology and Management)**

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

**Program Specific Outcomes (PSO)**

<b>PSO 1</b>	Apply planning and management principles in food production processes from raw material to finished product.
<b>PSO 2</b>	Examine regulations in food quality and cutting edge technologies in the realm of food analytics.
<b>PSO 3</b>	Design new food product using the skills sets related to planning, marketing and research.
<b>PSO 4</b>	Perform scientific experiments, document data and interpret results based on statistics.
<b>PSO 5</b>	Establish as food scientists, research associates, food quality control/assurance officers and independent entrepreneurs.

**COURSE OUTCOMES (CO)**

<b>Component</b>	<b>Subject</b>	<b>Course Outcome</b>
<b>Core</b>	<b>Food Chemistry and Nutrition</b>	<b>CO1-</b> Define the importance of physiological properties of water. <b>CO2-</b> Discuss the properties of various constituents of foods and their interactions. <b>CO3-</b> Identify micro & macro nutrients and their functional role in foods. <b>CO4-</b> Describe the basic food groups, its composition and requirements in human body. <b>CO5-</b> Explain energy balance and evaluate the protein quality of foods.
<b>Core</b>	<b>Food and Industrial Microbiology</b>	<b>CO1-</b> Compare and contrast the types and control measures for prevention of food spoilage. <b>CO2-</b> Explain the microbial growth processes during fermentation in food. <b>CO3 –</b> Describe the microbial production of nutrients. <b>CO4 –</b> Explain the chemical, biological and physical methods in the detection of microbes. <b>CO5 –</b> Identify the types of fermentation and fermenters used in food industry.
<b>Core</b>	<b>Principles of Food Processing – I</b>	<b>CO1-</b> Compare and contrast the principles, mechanism and application of various technologies in food processing. <b>CO2 -</b> Outline the raw material preparation and its effect on processing equipment selection.

		<p><b>CO3</b> – Explain the methods of moist heat processing and preservation like blanching, pasteurization, sterilization and canning.</p> <p><b>CO4</b> - Critically analyse various unit operations for processing and preservation by dry heat like baking, roasting and frying.</p> <p><b>CO5</b> – Discuss the processing and preservation methods by low temperature and fermentation technology.</p>
<b>Core</b>	<b>Food Quality Systems</b>	<p><b>CO1-</b> Explain physical, chemical, nutritional, microbial, and sensory attributes of quality and Subjective and objective methods to determine the same.</p> <p><b>CO2</b> –Discuss food safety and quality management systems and enforcement of food laws.</p> <p><b>CO3</b> – Examine tools and techniques to control food quality namely TQM, SQM, Six Sigma, EXIM policy, IPR, patents and Sampling procedures.</p> <p><b>CO4</b> –Analyse practical approaches in HACCP design systems for quality control.</p> <p><b>CO5</b> –Apply various practices in sanitation and standard procedures in relation to HACCP.</p>
<b>Core</b>	<b>Management Practices For Food Industries</b>	<p><b>CO1-</b> Identify various functions, principles, levels and scope of management.</p> <p><b>CO2-</b> Explain the various production techniques used in food industry and implement the best technique for optimum utilization of available resources resulting in cost -reduction.</p> <p><b>CO3-</b>Compare the financial options available in the market to raise finance for running food industries.</p> <p><b>CO4-</b> Predict the marketing environment and formulate various marketing strategies related to branding and packaging, sales promotion, advertising, publicity and product pricing.</p> <p><b>CO5-</b> Develop the concepts of human resource management and devise different policies in recruitment / training of personnel.</p>
<b>Elective</b>	<b>Food Biotechnology</b>	<p><b>CO1-</b> Communicate concepts of molecular biology and tissue culture.</p> <p><b>CO2-</b> Explain techniques of recombinant DNA technology.</p> <p><b>CO3-</b> Demonstrate applications of transgenic organisms in food and nutrition.</p> <p><b>CO4-</b> Analyze applications of enzymes in food industry.</p> <p><b>CO5-</b> Identify and use online tools and programs for analysis of biological data.</p>
<b>Core</b>	<b>Techniques In Food Analysis</b>	<p><b>CO1-</b> Compare and contrast different sampling methods/techniques used in food and nutrition research.</p> <p><b>CO2</b> – Explain the spectroscopic techniques namely UV/Vis, IR, FTIR, NIR, NMR for food analysis.</p> <p><b>CO3</b> –Explain separation techniques namely GC, GLC, HPLC, HPTLC, GCMS, LCMS and radioactive counting technique for food analysis.</p> <p><b>CO4</b> - Compare and contrast separation techniques namely Dialysis, electrophoresis, sedimentation, ultrafiltration and</p>

		ultracentrifugation, solid phase extraction, supercritical fluid extraction, isoelectric focusing, isotopic techniques <b>CO5</b> – Describe special technique such as immunoassay and thermal methods in food analysis.
<b>Core</b>	<b>Fruit and Vegetable Technology</b>	<b>CO1</b> -Examine specific products and process related factors in the processing of fruits and vegetables. <b>CO2</b> – Assess industrial processing of fruits and vegetables for pulp, puree and concentrates. <b>CO3</b> – Assess processing of pickles, chutney and sauces using various fruits and vegetables. <b>CO4</b> -Identify techniques for processing of fruits for the manufacturing of squashes, syrups jams and jellies. <b>CO5</b> - Acquaint with various methods of storage that assist in prolonging the shelf-life of fruit and vegetables.
<b>Core</b>	<b>Principles of Food Processing – II</b>	<b>CO1</b> - Evaluate different emerging techniques used in food processing and preservation. <b>CO2</b> –Explain the various post processing operations used for food products namely Coating or enrobing, dusting or breading. <b>CO3</b> -Interpret the role of packaging materials in preservation of foods. <b>CO4</b> -Apply innovative techniques in filling and sealing of containers for food packaging. <b>CO5</b> - Identify skills in handling equipments for material handling, store and distribution.
<b>Core</b>	<b>Food Additives and Ingredients</b>	<b>CO1</b> - Explain functions, risks and benefits of food additives in context of packaged foods. <b>CO2</b> - Identify applications of preservatives, sweeteners and emulsifiers in food processing. <b>CO3</b> - Analyse uses of natural and synthetic colours in food industry and assess the challenges in the use of food additives. <b>CO4</b> - Discuss generation of flavours during food processing. <b>CO5</b> - Outline laws and regulations for use of food additives.
<b>Elective</b>	<b>Marketing and Advertising</b>	<b>CO1</b> - Define the principle, practises and application of marketing in industry scenario. <b>CO2</b> –Assess overall marketing, planning and organization for the success of an enterprise. <b>CO3</b> –Evaluate various decisions concerning product, packaging and branding in the success of a new product launch. <b>CO4</b> –Evaluate various promotional management strategies. <b>CO5</b> - Devise suitable techniques for advertisement planning and execution.
<b>Elective</b>	<b>Nutritional Biochemistry</b>	<b>CO1</b> - Outline bioenergetics and explain chemiosmotic hypothesis. <b>CO2</b> - Discuss carbohydrate metabolism in the body. <b>CO3</b> - Explain mobilization of lipids and inborn errors of lipid metabolism. <b>CO4</b> - Analyze integration and regulation of metabolic pathways. <b>CO5</b> - Outline concepts of membrane biochemistry and acid base balance.

Core	Cereals, Pulses and Oilseeds Technology	<p><b>CO1</b> –Discuss the structural composition and physical properties of cereal grains, pulses and oilseeds.</p> <p><b>CO2</b> –Describe the production and utilisation of processed wheat products and factors affecting quality parameters.</p> <p><b>CO3</b> - Discuss the physicochemical characteristics, parboiling and aging of rice.</p> <p><b>CO4</b> – Compare the processing and milling of corn, barley, sorghum and millets.</p> <p><b>CO5</b> - Explain processing and storage of legumes and oil seeds, extrusion technology and snack foods.</p>
Core	Milk and Milk Products Technology	<p><b>CO1</b>- Recognize the techniques and technologies of processing market milk and special milks.</p> <p><b>CO2</b> –Assess the manufacturing and quality control parameters of condensed milk and dried milk.</p> <p><b>CO3</b> -Analyse the techniques in manufacturing and quality analysis of cream and butter.</p> <p><b>CO4</b> -Describe the methods of manufacture and defects in ice cream and cheese.</p> <p><b>CO5</b>- Outline the methods of manufacture of indigenous milk products namely khoa, burfi, kalakand, gulabjamun, rosogolla, srikhand, chhana, paneer, ghee.</p>
Core	Meat, Poultry and Fish Technology	<p><b>CO1</b>- Outline the nutritional characteristics, handling, processing, and preservation methods for eggs.</p> <p><b>CO2</b> –Classify meat and discuss the biochemical changes in meat after slaughtering.</p> <p><b>CO3</b>- Compare and contrast the preservation methods of meat namely antibiotics, irradiation, chilling, freezing and thermal processing.</p> <p><b>CO4</b>- Discuss the quality characteristics of poultry products and equipment’s used for processing operations.</p> <p><b>CO5</b>- Outline the techniques for handling, processing, preserving fish products.</p>
Core	Research Methodology	<p><b>CO1</b>-Identify types of research, define problem, and formulate hypothesis.</p> <p><b>CO2</b>-Identify the appropriate research mode among desk, exploratory, descriptive and conclusive research-experimental and case study; and data collection method to solve the problem in hand.</p> <p><b>CO3</b>-Compare various measurement techniques like Nominal, ordinal, interval and ratio scales; and scaling techniques.</p> <p><b>CO4</b>-Analyse and interpret the data collected using various statistical tests.</p> <p><b>CO5</b>-Present the results of the research in an organised manner using charts, diagrams, frequency tables.</p>

<p style="text-align: center;"><b>Elective</b></p>	<p style="text-align: center;"><b>Bakery and Confectionery Technology</b></p>	<p><b>CO1-</b> Explain quality parameters of raw ingredients and evaluate their rheological properties.  <b>CO2 –</b> Explain and apply the role of technology in product formulation and analysis.  <b>CO3 -</b> Analyse and interpret the quality characteristics of confectionery ingredients.  <b>CO4-</b> Device method for evaluation of baked products like cakes, cookies, breads, biscuits.  <b>CO5 -</b> Design and produce various baked products and confectionary.</p>
<p style="text-align: center;"><b>Elective</b></p>	<p style="text-align: center;"><b>Food Product Development</b></p>	<p><b>CO1-</b> Examine food prototypes and transfer abstract ideas to practical solutions for effective product development.  <b>CO2 -</b> Investigate various aspects of research and development of new product development.  <b>CO3 -</b> Analyse and understand consumer behaviour and decision making process.  <b>CO4-</b> Develop product specifications and attributes for undertaking new product development projects.  <b>CO5 –</b> Plan and design for sensory evaluation and sensory tests for consumer acceptability of new product.</p>
<p style="text-align: center;"><b>Elective</b></p>	<p style="text-align: center;"><b>Beverage Technology</b></p>	<p><b>CO1-</b> Assess the role and uses of ingredients in various beverage formulation.  <b>CO2 -</b>Identify and create functional and speciality beverages utilizing functional ingredients to meet the market needs.  <b>CO3 –</b> Describe specially beverages based on tea , coffee , cocoa , spices , isotonic and sports drinks  <b>CO4-</b> Explain manufacturing and quality evaluation of various alcoholic beverages like wine, beer, whiskey and other distilled liquors.  <b>CO5 –</b> Assess the quality standards of packaged drinking water.</p>
<p style="text-align: center;"><b>Elective</b></p>	<p style="text-align: center;"><b>Plantation Crops and Spices Technology</b></p>	<p><b>CO1-</b> Explain concepts of coffee processing and manufacture of instant coffee.  <b>CO2-</b> Evaluate various methods of processing, quality evaluation and grading of tea.  <b>CO3-</b> Discuss cultivation and processing of major and minor spices for manufacture of essential oils and oleoresins.  <b>CO4-</b> Identify microbial and chemical contaminants in spices and control measures.  <b>CO5-</b> Outline cocoa processing and manufacture of chocolates.</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)**

<b>PSO1</b>	Strengthen the fundamental knowledge of Food science, Nutrition, Food chemistry, Microbiology, Biochemistry, Food processing and Food quality systems with focus on future trends in Food Industry.
<b>PSO2</b>	Apply management theories in fostering entrepreneurial skills.
<b>PSO3</b>	Impart technical skills in food analytics.
<b>PSO4</b>	Inculcate food safety and quality assurance systems that cater to the needs for food security and public health.
<b>PSO5</b>	Develop depth and focus in food science discipline and equip students for pursuing advanced studies in National and International Institutions.

**Course Outcomes (CO)**

<b>Component</b>	<b>Subject</b>	<b>Course Outcomes</b>
<b>Core</b>	<b>Basics Of Food Preparation</b>	<b>CO1-</b> Outline the food principles, concepts in flavor building, types of menus, steps involved in standardization of recipes and food costing. <b>CO2-</b> Explain equipment handling procedures with emphasis on classification of equipment, food hazards, safety and sanitation at work place. <b>CO3-</b> Devise different methods for preparing stocks, soups and salads. <b>CO4-</b> Discuss the different types of legumes and the fundamentals of sandwich making. <b>CO5-</b> Provide a complete overview of vegetables & fruits outlining the handling procedures, changes during cooking and storage methods and, classification of beverages.
<b>Core</b>	<b>Principles Of Management</b>	<b>CO1:</b> Identify the roles, skills, qualities and competencies required of a manager <b>CO2:</b> Explain the importance and process of planning and decision making <b>CO3:</b> Classify the types of organisation and departmentation <b>CO4:</b> Evaluate the styles of leadership and its enablers <b>CO5 :</b> Determine the importance of control and coordination in management

<p style="text-align: center;"><b>Allied</b></p>	<p style="text-align: center;"><b>Physical Sciences Of Food</b></p>	<p><b>CO1-</b> Discuss the physical variables in food like mass, weight, volume, density, specific gravity, and prepare standard solutions.</p> <p><b>CO2-</b> Explain concepts of chemical bonding and discuss the implications of bonding on physical properties of food molecules.</p> <p><b>CO3-</b> Outline the laws of thermodynamics with emphasis on entropy, enthalpy, reversible and irreversible reactions, modes of heat transfer and compile its applications in food processing.</p> <p><b>CO4-</b> Outline the applications of chemical kinetics in food processing and preservation based on the evaluation of types of solution, Brownian movement, colligative properties, rheological properties and viscosity in foods. .</p> <p><b>CO5-</b> Analyze the principles of pH and buffers and its importance in foods.</p>
<p style="text-align: center;"><b>Core</b></p>	<p style="text-align: center;"><b>Food Science –I</b></p>	<p><b>CO1-</b>Discuss the basics of Food Science with focus on its relationship to other sciences, functions of food and its role in relation to health, nutraceuticals and nutrition labelling.</p> <p><b>CO2-</b>Analyze the composition and nutritive value of cereals and sugars and their role in cookery.</p> <p><b>CO3-</b>Describe the composition and nutritive value of pulses and legumes and toxic constituents present in them.</p> <p><b>CO4-</b> Illustrate the composition and nutritive value of nuts and oilseeds, methods of oil extraction from oilseeds and role of nuts in cookery.</p> <p><b>CO5-</b> List the functions of spices based on the active components present and, classify beverages.</p>
<p style="text-align: center;"><b>Core</b></p>	<p style="text-align: center;"><b>Basic Physiology</b></p>	<p><b>CO1-</b> Outline the structural organization in the human body and the concept of homeostasis.</p> <p><b>CO2-</b> Explain the anatomy and physiology of heart and its functions.</p> <p><b>CO3-</b> Elaborate the functioning of respiratory organs and the mechanism of gaseous exchange.</p> <p><b>CO4-</b> Outline the functioning of excretory system and reproductive system.</p> <p><b>CO5-</b> Discuss the endocrine system and functioning of endocrine organs.</p>
<p style="text-align: center;"><b>Allied</b></p>	<p style="text-align: center;"><b>Food Chemistry</b></p>	<p><b>CO1-</b> Analyze the physiochemical properties of water, interaction of water with food components and its influence on food quality and stability.</p> <p><b>CO2-</b> Outline the properties and functions of food carbohydrates.</p> <p><b>CO3-</b>Discuss the properties and functions of lipids.</p>

		<p><b>CO4-</b> Describe the classification, properties and functional role of amino acids and proteins and, the enzymes used in food industry</p> <p><b>CO5-</b> Classify vitamins and minerals and analyze factors affecting their stability.</p>
<b>Core</b>	<b>Food Science –II</b>	<p><b>CO1-</b> Discuss the composition, nutritive value of milk and milk products.</p> <p><b>CO2-</b> Classify egg and fleshy foods and discuss their role in cooking.</p> <p><b>CO3-</b> Describe the significance of vegetables and fruits in cookery.</p> <p><b>CO4-</b> Explain the role of preservatives, flavouring agents and emulsifiers in the food industry.</p> <p><b>CO5-</b> Develop adequate knowledge about the emerging trends in food technology.</p>
<b>Core</b>	<b>Food Microbiology</b>	<p><b>CO1-</b> Identify the characteristics of microorganisms.</p> <p><b>CO2-</b> Outline the factors affecting food spoilage.</p> <p><b>CO3-</b> Investigate the different controlled methods to prevent spoilage.</p> <p><b>CO4-</b> Compare and discuss the activities of beneficial and pathogenic microorganism.</p> <p><b>CO5-</b> Obtain skill to detect and enumerate microorganisms in food.</p>
<b>Core</b>	<b>Food Merchandising</b>	<p><b>CO1-</b> Discuss the trends in marketing and its effect on consumer’s lifestyles and demand for food products.</p> <p><b>CO2-</b> Analyze the strategies of production and marketing in the retail sector and evaluate the importance of consumer demand.</p> <p><b>CO3-</b> Assess the marketing and management tool in food merchandising and gain knowledge on private brands.</p> <p><b>CO4-</b> Describe the basic principles in store design and display.</p> <p><b>CO5-</b>Demonstrate signage and errors in display using the elements of design.</p>
<b>Allied</b>	<b>Introductory Nutrition</b>	<p><b>CO1-</b> Explain the functions of carbohydrates and their role in energy balance.</p> <p><b>CO2-</b> Outline the classification and functions of proteins and lipids.</p> <p><b>CO3-</b> Classify micronutrients and discuss water and electrolyte balance.</p> <p><b>CO4-</b> Explain the nutritional aspects of adulthood.</p> <p><b>CO5-</b> Discuss about the nutritional requirements and importance for growing years.</p>



<p><b>Elective</b></p>	<p><b>Baking Science And Techniques</b></p>	<p><b>CO1-</b> Demonstrate skills in baking techniques.</p> <p><b>CO2-</b> Identify the ingredients used and their role in bakery.</p> <p><b>CO3-</b> Demonstrate the preparation methods of dough and tarts.</p> <p><b>CO4-</b> Prepare quality breads through efficient bread making process.</p> <p><b>CO5-</b> Demonstrate the knowledge of various types of cakes/cookies and their preparation method.</p>
<p><b>Core</b></p>	<p><b>Food Sanitation And Quality Control</b></p>	<p><b>CO1-</b> Explain the various concepts of quality and identify regulatory organisations.</p> <p><b>CO2-</b> Recognize the quality control programs, systems, food laws and regulations.</p> <p><b>CO3-</b> Apply the approaches, systems, and tools used to assure quality control in the food industry.</p> <p><b>CO4-</b> Analyse the various practices of standardized sanitation procedures for food safety and training in hygiene and inspection.</p> <p><b>CO5-</b> Discuss the principles, scope and regulatory aspects of HACCP.</p>
<p><b>Core</b></p>	<p><b>Food Packaging</b></p>	<p><b>CO1-</b> Outline the applications of conventional and novel techniques of food packaging.</p> <p><b>CO2-</b> Compare and contrast various packaging materials.</p> <p><b>CO3-</b> Conceive a strategy and design for food packaging.</p> <p><b>CO4-</b> Design innovative food packaging systems.</p> <p><b>CO5-</b> Assess environmental issues in packaging.</p>
<p><b>Core</b></p>	<p><b>Food Analysis</b></p>	<p><b>CO1-</b> Demonstrate skills in sample preparation for analytical procedures.</p> <p><b>CO2-</b> Investigate and apply all the chemical analytical procedures for nutrient analysis.</p> <p><b>CO3-</b> Discuss the principles and applications of spectroscopy in food analysis.</p> <p><b>CO4-</b> Demonstrate the chromatographic techniques.</p> <p><b>CO5-</b> Describe the physical methods of food analysis.</p>
<p><b>Allied IV</b></p>	<p><b>Nutritional Biochemistry</b></p>	<p><b>CO1-</b> Describe biochemical pathways relevant to nutrient metabolism.</p> <p><b>CO2-</b> Analyse the metabolism of carbohydrates, lipids and proteins.</p> <p><b>CO3-</b> Demonstrate the principles underlying biochemical process in the human body and the energetics involved in biochemical activities of the body.</p> <p><b>CO4-</b> Explain the integration and regulation of the metabolic pathway.</p> <p><b>CO5-</b> Perform biochemical analysis that is relevant in the investigation of nutrient metabolism.</p>

Core	<b>Therapeutic Nutrition</b>	<p><b>CO1-</b> Identify and categorize various feeding techniques and specialised nutrition support for medical nutrition therapy.</p> <p><b>CO2-</b> Explain the various parameters involved in planning and preparation of diets for gastro intestinal disorders.</p> <p><b>CO3-</b> Analyse diet modification for diseases of liver, gall bladder and cardio-vascular diseases.</p> <p><b>CO4-</b> Delineate and design fat, carbohydrate-controlled diets for diabetes mellitus.</p> <p><b>CO5-</b> Formulate protein, mineral and fluid modified diets for chronic kidney diseases.</p>
Core	<b>Nutrition And Menu Development - Practical</b>	<p><b>CO1-</b> Apply nutritional knowledge in extensive meal planning for all therapeutic conditions.</p> <p><b>CO2-</b> Plan and prepare therapeutic diets with food costing parameters.</p> <p><b>CO3-</b> Demonstrate the changing needs of the society and lifestyle modifications through menu development.</p>
Core	<b>Marketing Research And Consumer Behaviour</b>	<p><b>CO1 :</b> Describe and explain the types of research design concerning the area of marketing.</p> <p><b>CO2 :</b> Apply appropriate research techniques in business and marketing.</p> <p><b>CO3 :</b> Construct research instruments for conducting simple survey based marketing research.</p> <p><b>CO4 :</b> Identify and explain factors which influence consumer behaviour.</p> <p><b>CO5 :</b> Compare the various theories of Consumer Behaviour and justify their application in the current business environment</p>
Core	<b>Food Design</b>	<p><b>CO1-</b>Create awareness on food needs and consumer preferences.</p> <p><b>CO2-</b> Outline and illustrate the various types of international and global cuisines in terms of the culinary styles, ingredients, and geographical location.</p> <p><b>CO3-</b> Demonstrate the role of functional food in providing health benefits and its use in diets.</p> <p><b>CO4-</b> Explain the concept of new food product development through product research in the market.</p> <p><b>CO5-</b>Formulate sensory evaluation procedures specific to types of products and the needs of consumers.</p>
Elective	<b>Diet Counselling</b>	<p><b>CO1-</b> Play the role of a dietician as an individual, team and community.</p> <p><b>CO2-</b>Assess and evaluate nutritional needs of individuals through dietary diagnosis, food frequency method and clinical case studies.</p> <p><b>CO3-</b> Develop effective aids to educate community and media to a larger population.</p> <p><b>CO4-</b> Explain core counselling skills and outline models for Demonstrating motivational interviewing to attain behavioural change.</p>

		<p><b>CO5-</b>Discuss and examine counselling challenges faced while counselling people with different lifestyle diseases.</p>
<b>Elective</b>	<b>Principles Of Food Processing And Preservation</b>	<p><b>CO1-</b> Describe the basic principles of food processing.</p> <p><b>CO2-</b> Outline the process of preservation by drying concentration and evaporation.</p> <p><b>CO3-</b> Explain and illustrate the novel food processing methods.</p> <p><b>CO4-</b> Analyse the process of preservation by low temperature and fermentation.</p> <p><b>CO5-</b> Discuss the recent food processing and preservation methods.</p>
<b>Core</b>	<b>Food Entrepreneurship</b>	<p><b>CO1-</b> Identify the fundamental concepts of entrepreneurship with food industry.</p> <p><b>CO2-</b> Demonstrate the various processes involved in starting an enterprise.</p> <p><b>CO3-</b> Plan and Design a business proposal.</p> <p><b>CO4-</b> Discuss the various legal parameters involved in starting a food business.</p> <p><b>CO5-</b> Prepare profitability statements, cost sheet and assess financial needs of a business proposal.</p>
<b>Core</b>	<b>Post Harvest Technology</b>	<p><b>CO1-</b> Demonstrate the importance of post-harvest handling of agro commodities.</p> <p><b>CO2-</b> Identify and categorize various storage practices, packing methods and commodity pre-treatments.</p> <p><b>CO3-</b> Explain the physical, thermal properties of cereal grains, harvesting and threshing.</p> <p><b>CO4-</b> Examine storage and handling of cereal grains and legumes.</p> <p><b>CO5-</b> Discuss the processing of tea, coffee and cocoa.</p>
<b>Core</b>	<b>Food Supply Chain Management</b>	<p><b>CO1-</b>Apply the basic concepts of food supply chains and food production.</p> <p><b>CO2-</b> Identify the principles of food manufacturing, retailing and food packaging logistics.</p> <p><b>CO3-</b> Demonstrate the processes involved in the designing, building, and delivering of products to the customers.</p> <p><b>CO4-</b> Analyse and relate the techniques, technology and metrics required to coordinate with operations and supply chain partners.</p> <p><b>CO5-</b> Analyse the main driving force in supply chain with technological innovation and new business models.</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><b>CO1:</b> Enhance competency of critical thinking skills of students. Master the art of descriptive writing.</p> <p><b>CO2:</b> Develop a creative appreciation of language by introducing them to poetry.</p> <p><b>CO3:</b> 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><b>CO4:</b> Develop verbal &amp; non-verbal communication through role play, build confidence and create an interactive learning atmosphere.</p> <p><b>CO5:</b> 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><b>CO1:</b> Expand their vocabulary related to business organisation and products. Increase their knowledge of key business concepts worldwide</p> <p><b>CO2:</b> Enhances the usage of specialist vocabulary and jargons in global market</p> <p><b>CO3:</b> Accurately and effectively use language in office/ business communication</p> <p><b>CO4:</b> Recognise and master different features of different genres of business correspondence.</p> <p><b>CO5:</b> 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><b>CO1:</b> Enhance competency of critical thinking skills of students. Master the art of descriptive writing.</p> <p><b>CO2:</b> Develop a creative appreciation of language by introducing them to poetry.</p> <p><b>CO3:</b> 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><b>CO4:</b> Develop verbal &amp; non-verbal communication through role play, build confidence and create an interactive learning atmosphere.</p> <p><b>CO5:</b> Enhance Reading skills and understand how to represent their experience and ideas critically, creatively, and persuasively through the medium of language.</p>

<b>Foundation course</b>	<b>English II</b>	<p><b>CO1</b> : Strengthens the ability in reading and writing by having learners engage in a range of communicative tasks and activities</p> <p><b>CO2</b>: 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><b>CO3</b>: Enhances competence in evaluating and synthesizing information in specialized written communication</p> <p><b>CO4</b>: Exhibit effective unity, support, coherence, and mechanics in paragraphs thereby refining knowledge of essential forms of writing in a work environment.</p> <p><b>CO5</b>: 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**

<b>Course Component</b>	<b>Course Name</b>	<b>Course Outcome</b>
<b>Foundation Course</b>	<b>English III</b>	<p><b>CO1</b>: Improves the usage of English by specifically utilizing mass communication.</p> <p><b>CO2</b>: Enhances the language competency of the students through audio visual and print media.</p> <p><b>CO3</b>: Inculcates the knowledge of compositional skills which in turn aids in understanding the different writing techniques.</p> <p><b>CO4</b>: Apply the process and practices of writing for various applications.</p> <p><b>CO5</b>: Students understand and evaluate the nuances of skimming, scanning, summarizing, editing, proof reading and structuring.</p>
<b>Foundation Course</b>	<b>English IV</b>	<p><b>CO1</b>: Acquaints the students with contemporary literature forms.</p> <p><b>CO2</b>: Exposes the students to a variety of social issues and to train them to express their views effectively.</p> <p><b>CO3</b>: Formulates critical responses to themes, genres of world literature.</p> <p><b>CO4</b>: Students ‘analytical thinking is developed while imbibing ethical and cultural values through various forms of literature.</p> <p><b>CO5</b>: 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	General Tamil-I	<p><b>CO1-</b> Compare and contrast the structure of various language families.</p> <p><b>CO2-</b> Describe the moral values depicted in the epics belonging to the Sangam Literature.</p> <p><b>CO3 –</b> Summarise the history of Kurunthogai, Aganaanooru, Puranaanooru. And Adhiyaman’s interest in Avvaiyar’s tamil poems.</p> <p><b>CO4 –</b> Categorise the different types of epics and thus understand the social constructs that existed during the Sangam period</p> <p><b>CO5 –</b>Identify the etymology of Tamil words and its pronunciation</p>
Foundation Course	General Tamil-II	<p><b>CO1 –</b>Describe the early Tamilians’ way of worship and their levels of devotion through Bakthi Literature and Sittrilakiyam.</p> <p><b>CO2 –</b> Interpret the virtues of good living like love and affection, courtesy, art of parenting, morality and self-confidence as specified in Thirukkural.</p> <p><b>CO3 –</b> Explain the contributions of Shaivism to Tamil language and how Azhwars paved way for the growth of the language.</p> <p><b>CO4 –</b>Classify the types of words.</p> <p><b>CO5 –</b>Illustrate the nuances of writing -importance of outlining and drafting, writing content in a precise manner, inferring meaning from poems and writing a letter with reference to a job advertisement</p>

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

Foundation Course	General Tamil-III	<p><b>CO1 –</b>Identify the potential benefits of how technology &amp; computers can become an essential tool in harmonizing the usage of Tamil as a medium of communication</p> <p><b>CO2 –</b> Recognize the various levels of skills required to write poetry, short story, novel and drama.</p> <p><b>CO3 –</b> Explain the influence and contribution of women in the field of Tamil literature</p> <p><b>CO4 –</b> Identify the need and use of translation in real life situations</p> <p><b>CO5 –</b> Evaluate the need for translation of newspapers, magazines and periodicals</p>
Foundation Course	General Tamil-IV	<p><b>CO1 –</b>Describe the need to generate the interest in people to get into the habit of reading primary Tamil magazines and newspapers and create a social consciousness by analysing the various views said in radio programmes</p> <p><b>CO2 –</b>Critically appreciate and review movies from the standpoints of creativity and depiction of social themes.</p> <p><b>CO3 –</b> Articulate the nature societal problems through the review of Novels by reading, assimilating the core thoughts in the same</p> <p><b>CO4 –</b>Examine the grammatical elements of good writing as depicted in Tholkappiyam.</p> <p><b>CO5-</b> Summarise the ethics of fine writing as presented in Nannool.</p>

## Department Of Hindi

### Course Outcomes (CO) for all Under Graduate Programs

Course Component	Course Name	Course Outcomes
Foundation Course	Hindi-I	<p><b>CO1:</b> Strengthen the basic concepts of Hindi Vyakaran- Vilom , Paryayvachi and Vakya Shuddha Karo.</p> <p><b>CO2:</b> Convert the conceptual knowledge to practical applications of Grammar &amp; Functional Hindi- Technical words &amp; official letters.</p> <p><b>CO3:</b> Identify prominent Sant Kavis and their poetry.</p> <p><b>CO4:</b> Develop knowledge of Aadikaal history of Hindi literature.</p> <p><b>CO5:</b> Develop knowledge of very famous Hindi stories and their messages.</p>
Foundation Course	Hindi-II	<p><b>CO1:</b> Strengthen the basic concepts of Hindi Grammar – Vilom, Paryayvachi, Kaal and Kriya.</p> <p><b>CO2:</b> Convert the conceptual knowledge to practical applications of Grammar &amp; Functional Hindi -Translation.</p> <p><b>CO3:</b> Improve skills to gain knowledge of history of Hindi Literature of prominent poets of Reetikaal and Aadhunik Kaal who participated actively in freedom fight through their poetry.</p> <p><b>CO4 :</b> Improve skills to gain knowledge of history of Hindi Literature especially origin of Hindi short stories, novels and plays.</p> <p><b>CO5:</b> 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><b>CO1:</b> Strengthen the basic concepts of Hindi grammar, Vakya Shuddha Karo, Vilom and Paryayvachi.</p> <p><b>CO2:</b> Gain knowledge of Chhayavad in history of Hindi literature .</p> <p><b>CO3:</b> Know about the prominent Hindi Magazines which helped in freedom fight.</p> <p><b>CO4 :</b> Develop knowledge of prominent Chhayavadi poets .</p> <p><b>CO5:</b> Develop knowledge of Anuvaad Ke Siddhant in functional Hindi.</p>
Foundation Course	Hindi-IV	<p><b>CO1:</b> Strengthen the basic concepts of Hindi Grammar – Rasas and Alankar.</p> <p><b>CO2:</b> Demonstrate to write and speak Hindi. Convert the conceptual knowledge to practical applications of Functional Hindi.</p> <p><b>CO3:</b> Improve skills in written and spoken Hindi &amp; to gain knowledge of history of Modern Hindi Literature especially Pragativaad, Prayogvaad and Nai Kavita .</p> <p><b>CO4:</b> Develop knowledge of prominent progressive poets of Hindi and their work.</p>

## Department Of Sanskrit

### Course Outcomes (CO) for all Under Graduate Programs

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

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

Foundation Course	Sanskrit- III	<b>CO1 :</b> Classify the variety of prose and appreciate prose romance. <b>CO2 :</b> Enhance vocabulary and reading skills. <b>CO3 :</b> Examine the descriptive ability of the author. <b>CO4 :</b> Evaluate the content of the prose extract. <b>CO5 :</b> Identify and illustrate the figure of speech (prescribed).
Foundation Course	Sanskrit- IV	<b>CO1 :</b> Identify the types of Dramas. <b>CO2 :</b> Examine the variety of dramatic elements. <b>CO3 :</b> Summarize the content of the play. <b>CO4 :</b> Analyze the plot and sentiment of the play. <b>CO5 :</b> 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><b>CO1:</b> Relate the French grammar in simple sentences and paragraphs and identify the phonetics to understand and speak the language</p> <p><b>CO2:</b> Demonstrate the collection of vocabulary by maintaining and recollecting from the Vocabulary journal</p> <p><b>CO3:</b> Demonstrate familiarity with and practice in the four modes of French literacy: writing, speaking, reading &amp; listening.</p> <p><b>CO4:</b> Express effectively and accurately in simple French about oneself and the surroundings in the present tense.</p> <p><b>CO5:</b> Find and relate the correct pronunciation of commonly used French words</p>
Foundation Course	French II	<p><b>CO1:</b> Identify and explain unique characteristics of various French-speaking people and their cultures.</p> <p><b>CO2:</b> Compare and contrast the similarities and differences between native culture and those of various French-based cultures.</p> <p><b>CO3:</b> Write short paragraphs on simple topics, e.g., (food, past memories, vacations, daily routines, shopping, health etc.)</p> <p><b>CO4:</b> Relate the Basic Spoken French words and phrases by responding appropriately in everyday situations</p> <p><b>CO5:</b> Examine the difference between formal and informal registers of speech in French.</p>

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

Foundation Course	French III	<p><b>CO1:</b> Illustrate the usage of familiar names, words and very simple sentences in French.</p> <p><b>CO2:</b> Outline the narrative form through writing short stories in French.</p> <p><b>CO3:</b> Demonstrate ability to do a basic analysis of authentic texts rich in lexical and cultural content.</p> <p><b>CO4:</b> Write on a variety of topics by using rich French vocabulary and grammar</p> <p><b>CO5:</b> Examine the role of cultural knowledge in understanding written texts, esthetical properties of language and literary style</p>
Foundation Course	French IV	<p><b>CO1:</b> Examine the use of vocabulary and grammar through the choice and understanding of authentic texts.</p> <p><b>CO2:</b> Creatively write using updated French vocabulary</p> <p><b>CO3:</b> Apply grammar in all four modalities of the language-speaking, listening, reading and writing</p> <p><b>CO4:</b> Demonstrate critical thinking through task based language activities</p> <p><b>CO5:</b> Exercise their written and oral competence by putting themselves in day-to-day situations by writing letters, critics, summaries etc.,</p>