



PROGRAMME OUTCOMES (POs)

POST GRADUATE PROGRAMMES

- PO1:** Demonstrate in-depth knowledge both conceptual and applied pertaining to their core discipline.
- PO2:** Critically evaluate global issues and identify sustainable solutions through research capabilities.
- PO3:** Develop normative competencies and become socially responsible corporate citizens of the future.
- PO4:** Exhibit industry relevant skills to build successful careers in a global business environment.
- PO5:** Emerge as Women leaders who serve as transformational catalysts in policymaking.

UNDER GRADUATE PROGRAMMES

- PO1:** Demonstrate a strong conceptual foundation in their programme domain.
- PO2:** Adapt to self-directed learning and build on the ability to become lifelong learners.
- PO3:** Imbibe industry specific skills to remain competent in the dynamic global environment.
- PO4:** Identify and utilize a business opportunity and create jobs in the eco system.
- PO5:** Reflect on the individual's role in the local community and global society to become socially responsible and culturally conscious.
- PO6:** Emerge as empowered women and thought leaders who contribute to nation building.



DEPARTMENT OF COMMERCE

POST GRADUATE PROGRAMME – M.COM

PROGRAMME OUTCOMES (POs)

- PO1:** Demonstrate an understanding of the business environment and the ability to apply the knowledge in practice in multi-professional contexts.
- PO2:** Apply critical, creative and evidence-based thinking to bring out innovative responses to future business challenges.
- PO3:** Inculcate the capacity to extrapolate from the job-specific technical skills acquired and apply competencies to solve complex business scenarios
- PO4:** Enabled to find answers to questions or solutions to business problems by gathering information, review, analyse and interpret the same.
- PO5:** Proactively seek and work with the diverse perspectives, convey ideas and information effectively to a range of audiences for a variety of purposes and contribute in a positive and collaborative manner to achieving common goals.
- PO6:** Imbibe transformative learning to embrace sustainability so as to drive new value for businesses.
- PO7:** Demonstrate the preparedness for living, learning and working in a digital society and thus become digital citizens who can display intelligent technology behaviour, and make good choices when using technology for appropriate purposes
- PO8:** Engage in professional behaviour, follow ethical business practices and have the potential to be entrepreneurial and take leadership roles in their chosen occupations or careers and communities.
- PO9:** Gain knowledge and skills which aid self-development, reskilling and upskilling to stay ahead of the changing business requirements



PROGRAMME SPECIFIC OUTCOMES (PSOs)

On completion of the M.Com programme students will be able to

PSO1	Develop a comprehensive understanding of the various functional areas in the Commerce discipline with a national and global perspective to create strategic solutions in a business set up
PSO2	Build skills to critically analyse and reflect on socio-political context within which ethical, legal business and management research takes place.
PSO3	Display effective communication mechanisms to ensure knowledge translation happens through collaborative, multidisciplinary business research presentations and publications with a focus on solution-oriented divergent thinking
PSO4	Demonstrate ability to understand nuances of the multi-level applications of domain specific and domain independent, transferable skills in all functional areas like Banking and Finance, Auditing and taxation, Marketing & Entrepreneurship.
PSO5	Integrate agility and self-education to become effective women leaders by adapting to the evolving requirements of business.

COURSE OUTCOMES (COs)

On completion of the course students will be able to

COURSE COMPONENT	COURSE	COURSE OUTCOME
CORE I	ADVANCED FINANCIAL ACCOUNTING	CO1: Analyze the various accounting concepts and methods involved in depreciation accounting and reconciliation to evaluate the reasons for discrepancies. Demonstrate knowledge of preparation of financial schedules through analysis and synthesis of information CO2: Evaluate the principles and procedures of accounting and their application to different practical situations and Construct multi step income statements and classified balance sheets CO3: Generate the surplus/ deficit of Non-Profit Organizations and prepare the final statement of accounts CO4: Formulate the hire purchase accounts and single entry system in an organization. CO5: Prepare the accounting framework for a branch and evaluate the effective allocation of general expenses on an equitable basis so as to review the performance of the departments.



CORE II	CORPORATE ACCOUNTING	<p>CO1: Analyse the various Accounting Standards and its application on Indian Financial Reporting to Prepare financial statements in accordance with appropriate <i>standards</i></p> <p>CO2: Prepare the various accounts with respect to issue, forfeiture of shares, underwriting of shares & debentures by assessing the regulatory environment in which the companies are formed and operated</p> <p>CO3: Devise a feasible plan for issue and redemption of preference shares & debentures.</p> <p>CO4: Construct the financial statements of a company according to the framework of the professional standards, principles and procedures.</p> <p>CO5: Determine the value of goodwill and shares under different methods to enumerate the value of investments</p>
CORE III	ORGANISATIONAL BEHAVIOUR	<p>CO1: Assess the foundations of individual behaviour</p> <p>CO2: Evaluate the theories of motivation</p> <p>CO3: Perceive the impact of inter-personal relationships on group dynamics.</p> <p>CO4: Explain the theories of leadership</p> <p>CO5: Develop effective stress management techniques to cope with work-related stressors and understand the need for organisational change and culture</p>
CORE IV	ADVANCED FINANCIAL MANAGEMENT	<p>CO: Interpret the scope, goals and the objectives of Financial Management to understand the role of finance managers</p> <p>CO2: Prepare cash flow statement <i>to gauge a company's liquidity profile and a fund flow statement to assess long-term financial planning.</i></p> <p>CO3: Estimate the working capital needs of a firm based on the operating cycle to assess short-term financial health of a firm</p> <p>CO4: Evaluate the impact of the cost of Capital on the capital investments decisions of a business.</p> <p>CO5: Devise a Capital Budgeting strategy keeping in mind the effect of risk in long term decisions</p>
ELECTIVE I	CORPORATE AND INDUSTRIAL LAW	<p>CO1: Evaluate the provisions and rules that regulate the companies from its formation, administration to corporate insolvency</p> <p>CO2: Compile the legal provisions relating to Directors of a company</p> <p>CO3: Reflect on the legal provision of various enactments including Competition Act, SEBI and Prevention of Money Laundering Act</p> <p>CO4: Compose and comprehend the provisions related to various Industrial and Labour Laws</p> <p>CO5: Analyse the laws relating to RTI to have a thorough comprehension of the procedures to obtain information under the Act.</p>



ELECTIVE II	MANAGERIAL ECONOMICS	<p>CO1: Analyse the tools of economics in managerial decision making with special reference to optimisation techniques and compare the different models of business firms.</p> <p>CO2: Examine the concepts of demand, cost and production</p> <p>CO3: Evaluate the market type based on competition for determination of price and output.</p> <p>CO4: Outline the importance of fair competition</p> <p>CO5: Formulate recommendations for business decision making by analyzing the impact of macroeconomic variables.</p>
CORE V	ADVANCED CORPORATE ACCOUNTING	<p>CO1: Draft a scheme of restructuring of Companies by applying Accounting Standard for Amalgamation (AS-14)</p> <p>CO2: Prepare liquidator's final statement of accounts by understanding the provisions of Insolvency Bankruptcy Code</p> <p>CO3: Formulate a multi-level set of financial statement for insurance and banking companies in prescribed format with detailed schedules</p> <p>CO4: Devise the consolidated Final statements to show the results of operations and the financial position of a parent company and its subsidiaries.</p> <p>CO5: Examine the New Age Accounting methods like Forensic Accounting, Brand Valuation which provide value beyond the realm of accounting for a business</p>
CORE VI	DIRECT TAX LAWS I	<p>CO1: Explain the provisions and the concept of Income under the Income Tax Act to integrate the same in determining the residential status and tax incidence of person</p> <p>CO2: Interpret the statutory provisions of salary income under the Act with regard to allowances, perquisites, retirement benefits and deductions to determine the taxable income under the head salaries.</p> <p>CO3: Formulate the deductions allowed under Income from house property and apply the Income tax legislations to differentiate between exempted and taxable property Incomes</p> <p>CO4: Prepare the taxable business and professional income statements as per the legal framework relating to the admissible and inadmissible expenses under this head</p> <p>CO5: Utilize the procedure to obtain PAN and summarize the provisions with regard to TDS and Advance tax</p>



CORE VII	DIRECT TAX LAWS II	<p>CO1: Distinguish between short and long term Capital gains and point out the exemptions and deductions allowed under the head to compute taxable capital gains as per law.</p> <p>CO2: Estimate the various incomes taxable under the Income from other sources and apply the exemptions and deductions allowed under the head in determining the taxable income from other sources</p> <p>CO3: Interpret the provisions related to Aggregation of income, and set off and carry forward of losses in computing the total income of the assessee.</p> <p>CO4: Classify the various deductions allowed under the Act and describe the regulations and methods to file income tax returns</p> <p>CO5: Compile the taxation procedure to Compute taxable income and tax liability of different entities under the Act by outlining the provisions of MAT, AMT, DDT</p>
CORE VIII	MARKETING MANAGEMENT	<p>CO1: Develop a sound understanding to assess the framework of Marketing Management</p> <p>CO2: Analyze consumer behavior to make informed decisions by applying the concepts of Marketing Research</p> <p>CO3: Critically evaluate the market based on Segmentation, targeting & positioning</p> <p>CO4: Analyze the Strategies and approaches with regard to product pricing and packaging</p> <p>CO5: Evaluate the nature of distribution channels & promotion strategies and its impact on decision making</p>
ELECTIVE III	<p>QUANTITATIVE TECHNIQUES FOR BUSINESS DECISIONS WITH SOFTWARE APPLICATIONS</p> <p>(THEORY & PRACTICAL)</p>	<p>CO1: Frame a Linear Programming problem for quantitative decisions in business planning</p> <p>CO2: Optimize both economic and non-economic factors by applying transportation and assignment problem techniques to real life business situations</p> <p>CO3: Develop construction of networks including PERT, CPM for efficient project management</p> <p>CO4: Apply the concept of Game Theory to strategize social situations among competing players and produce optimal decision-making</p> <p>CO5: Hypothesize a structure to make rational choices in a managerial decision making situation of uncertainty using Decision Theory</p>



ELECTIVE IV	ENTREPRENEURSHIP & FAMILY BUSINESS MANAGEMENT	<p>CO1: Evaluate the strategic importance of entrepreneur in economic development, problems faced and the traits of successful entrepreneur</p> <p>CO2: Originate a business idea, analyze the opportunities and formalities for setting up a small business enterprise</p> <p>CO3: Formulate a business plan and its impact on Financial, Marketing and Organizational Plans</p> <p>CO4: Appraise the various methods of raising finance and the institutional facilities available to an entrepreneur</p> <p>CO5: Examine the dynamics of family owned businesses</p>
EXTRA DISCIPLINARY ELECTIVE I	LOGISTICS AND SUPPLY CHAIN MANAGEMENT	<p>CO1: Relate the relevance of Logistics to various functional areas of business along with its strategic importance</p> <p>CO2: Critically examine the role played by Inventory, Transportation & Warehousing in Logistics operations</p> <p>CO3: Manage an effective supply chain and familiarize the concept of Global supply chain</p> <p>CO4: Discuss the importance of the role played by Supply Chain Managers in enhancing the operational performance of a business.</p> <p>CO5: Analyse & improve the supply chain processes by aligning the management of supply chain with corporate strategies</p>
CORE IX	RESEARCH METHODOLOGY	<p>CO1: Relate the relevance of research in various functional areas of management for decision making</p> <p>CO2: Critically evaluate and apply the various Research and data collection methods in different situations</p> <p>CO3: Design suitable measurement and scaling tools</p> <p>CO4: Develop skills in qualitative and quantitative data analysis and presentation</p> <p>CO5: Compile a proper research report suitable for different purposes</p>
CORE X	ADVANCED COST AND MANAGEMENT ACCOUNTING	<p>CO1: Evaluate the different elements of costing, reconcile the Cost and Financial accounts of a firm and understand the applicability of various cost methods</p> <p>CO2: Review standard practices in the procurement, handling, issuing and valuing materials thereby bringing into force an effective Inventory Management system. Calculate the cost of Human Capital of a business.</p> <p>CO3: Assess Overheads treatment, recovery and absorption for equitable apportionment of indirect expenses to various cost centres</p> <p>CO4: Prepare different kinds of budgets to plan and co-ordinate various functions of a business to achieve maximization of profits</p> <p>CO5: Elaborate on the importance of standard cost in any organization and the role of variance analysis as an effective cost control measure</p>



CORE XI	INDIRECT TAXATION	<p>CO1: Elaborate on the nature of tax system in India and differentiate between New and old tax regimes</p> <p>CO2: Compile the procedures relating to registration under GST and summarize the exemptions with respect to GST</p> <p>CO3: Relate the place of supply, time of supply and valuation mechanism in GST for the purpose of calculating input tax credit</p> <p>CO4: Compose the documents to be maintained under GST and outline the procedure in Filing of returns, refund mechanism, audit and appeals.</p> <p>CO5: Explain the provisions of Customs Act, baggage rules and updation in customs Act and relate the changes in customs duty due to implementation of GST</p>
CORE XII	INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT	<p>CO1: Develop a keen interest in the theoretical & practical background of Investments</p> <p>CO2: Apply different valuation models to evaluate fixed income securities, stock and to use derivative instruments to mitigate risk</p> <p>CO3: Relate the need for Fundamental Analysis in evaluating selection of securities</p> <p>CO4: Examine the appropriate concepts, principles & theories relevant to Technical Analysis</p> <p>CO5: Elaborate on the concepts of Portfolio analysis, performance evaluation and the ability to apply these to investment decisions.</p>
CORE XIII	TAX PLANNING AND MANAGEMENT	<p>CO1: Compare the concepts of tax planning, Management, Tax evasion and avoidance and summarize the exemptions for New Industrial Establishments</p> <p>CO2: Examine the financial management decision of the firm from tax planning perspective relating the various exemptions and deductions available under the Act</p> <p>CO3: Compile the provisions related to tax incentives and export promotions and examine the capital structure of the firm</p> <p>CO4: Discuss the legal aspects of International Taxation, relief under DTAA (Double Taxation Avoidance Agreements) and evaluate the Tax implications in International Joint Venture</p> <p>CO5: Formulate the effective tax planning methods by applying the provisions under GST and Customs law</p>



ELECTIVE V	MERCHANT BANKING & FINANCIAL SERVICES	<p>CO1: Analyze the functions of merchant banking and the recent developments in merchant banking services</p> <p>CO2: Enumerate the various laws governing merchant banking including SEBI, SERA etc.,</p> <p>CO3: Appraise the concept of Issue Management and Marketing and formulate suitable marketing strategies for the organization</p> <p>CO4: Relate the relevance of Mergers and Acquisitions, Leasing and Hire Purchase to Merchant banking services</p> <p>CO5: Develop deep insights into the various financial services and recent developments in Factoring & Forfeiting</p>
EXTRA DISCIPLINARY ELECTIVE II	INTERNATIONAL BUSINESS	<p>CO1: Develop a comprehensive understanding about the various types of international business, recent trends in foreign investments and global business climate</p> <p>CO2: Determine the Trading Patterns based on Macro-Economic Management Theories</p> <p>CO3: Analyze the functioning of WTO & the impact of Tariff & Non-Tariff barriers</p> <p>CO4: Estimate and establish the strategic importance of World Financial Environment</p> <p>CO5: Create Global competitiveness through Export Management.</p>
CORE XIV	PROJECT	<p>CO1: Discuss the complex issues inherent in selecting a research problem, selecting an appropriate research design and implementing a research project.</p> <p>CO2: Plan and execute independent research projects on various topics relevant to the study and publish research articles</p> <p>CO3: Develop an inquisitive bent of mind, so as to bring in a research focus in all functional aspects</p>



DEPARTMENT OF COMMERCE

UNDER GRADUATE PROGRAMMES

PROGRAMME OUTCOMES (POs)

- PO1:** Integrate the concepts, principles and theories in the domain area of commerce and business studies to exhibit industry specific and optimisation skills to develop sustainable business solutions.
- PO2:** Apply critical and analytical skills to identify, evaluate and resolve complex problems to promote sustainable development.
- PO3:** Formulate communication strategies for multi format networks for capitalizing business opportunities in the global environment.
- PO4:** Propose strategic management and precautionary principles to develop viable, inclusive and equitable solutions to deal with business risks
- PO5:** Integrate, collaborate and participate in multi-disciplinary settings to recognize and respect the needs, perspective and actions of others
- PO6:** Create digital solutions and evidences to solve problems and apply appropriate technologies for the ever changing digital society
- PO7:** Initiate and work with the diverse perspectives of other's to effectively navigate complex relationships
- PO8:** Develop thinkers to reflect on the norms and values that underlie business actions to be socially sensitive
- PO9:** Demonstrate reflective practices and strategies to Visualize a global vision to lead and inspire others and emerge as empowered women



PROGRAMME NAME: B.COM ACCOUNTING & FINANCE

Under Graduate Programme in Commerce with specialisation in Accounting and Finance

PROGRAMME SPECIFIC OUTCOMES (PSOs)

On completion of the B.Com Accounting and Finance programme students will be able to

PSO1	Build a strong foundation in functional areas of accounting, finance and management aligning with industrial standards and practices, for multi-level sustenance.
PSO2	Develop competency to prepare and present a complete set of Financial Statements of an organization in congruence with statutory norms.
PSO3	Apply legislations, guidelines, professional and ethical codes in business practices and reporting.
PSO4	Design proactive responses to dynamic environmental changes with sound technical competency collaborating business objectives with National and Global agenda.
PSO5	Develop qualities that promote sustainable growth in an eco-system that favours employability, entrepreneurship and women empowerment.

COURSE OUTCOMES (COs)

On completion of the course students will be able to

COURSE COMPONENT	COURSE NAME	COURSE OUTCOMES
CORE I	FINANCIAL ACCOUNTING (THEORY & PRACTICAL)	CO1: Formulate financial schedules through analysis and synthesis of information CO2: Evaluate the reasons for discrepancies between cash book and pass book and compute the interest receivable on investments made. CO3: Construct multi step income statements and classified balance sheets. CO4: Evaluate the surplus or deficit of Non-Profit Organizations and prepare its final statement of accounts. CO5: Compare and interpret the different methods of depreciation for various types of assets and Estimate the insurance claim.



CORE II	PRINCIPLES OF MANAGEMENT	<p>CO1: Examine the roles, skills, qualities and competencies required for a manager in a global context and integrate management principles into management practices</p> <p>CO2: Resolve managerial problems and propose solutions through systematic planning and decision making</p> <p>CO3: Categorize the various types, components and complexities of an organization's structure and analyze its impact on the manager</p> <p>CO4: Assess managerial practices and choices relative to staffing, motivation and alternative leadership styles to take ethical decisions that shall enable sustainable growth.</p> <p>CO5: Examine the importance of coordination and outline the various methods of control available to the manager.</p>
ALLIED I	STATISTICS (THEORY & PRACTICAL)	<p>CO1: Determine the measures of central tendency, present data using various diagrammatic/graphical representation and use them as an effective tool of analysis in National/Global environment.</p> <p>CO2: Explain the spread of frequency distribution using measures of dispersion and employ correlation and regression methods to analyse and interpret data.</p> <p>CO3: Select appropriate statistical analysis tools, apply them in business scenario to draw conclusions and develop decision making skills needed for employment/entrepreneurship.</p> <p>CO4: Evaluate trend, seasonal variations using components of time series to predict the effect of environmental changes for sustainable development.</p> <p>CO5: Determine index numbers using different methods and solve problems based on the concepts of probability in real world scenario.</p>
CORE III	ADVANCED FINANCIAL ACCOUNTING	<p>CO1: Prepare branch accounts under various methods and compute the profit earned by dependent and independent branches.</p> <p>CO2: Construct integrated Departmental profit and loss account by computing the profits earned by departments after allocation of common expenses to various departments.</p> <p>CO3: Critically evaluate the profitability of Hire purchase transactions in case of partial and complete repossession</p> <p>CO4: Construct a new balance sheet of a partnership firm after reconstitution.</p> <p>CO5: Differentiate between dissolution of the firm and dissolution of partnership and prepare the final</p>



		settlement to partners through application of Garner Vs Murray rule.
CORE IV	MARKETING MANAGEMENT	<p>CO1: Analyze the relevance of marketing terminologies, concepts, principles, theories, analytic techniques, and facts used in the global business environment for effective and ethical decision-making.</p> <p>CO2: Integrate Segmentation, Targeting and Positioning to create, capture, and deliver value to consumers through the application of universal Consumer behavior theories.</p> <p>CO3: Formulate the product and price mix based on the business situation, management resolution and ethical solution to serve consumer needs.</p> <p>CO4: Develop a marketing plan to generate better sales and profits through cutting edge promotion techniques and unique distribution methods for business sustainability.</p> <p>CO5: Outline the innovative and digital tools to develop marketing strategies for the new age consumer.</p>
ALLIED II	MANAGERIAL ECONOMICS	<p>CO1: Examine the different economic concepts in decision making and compare the different theories of the firm.</p> <p>CO2: Critically evaluate the concept of consumer equilibrium in cardinal and ordinal utility analysis, demand and supply.</p> <p>CO3: Compare and contrast the short run, long run production function, cost functions and analyse economies and diseconomies of scale.</p> <p>CO4: Evaluate the market type based on competition for determination of price and output</p> <p>CO5: Analyse the factors that cause risk and uncertainty in business.</p>
NON MAJOR ELLECTIVE I	PERSONAL PORTFOLIO I	<p>CO1: Develop a personal portfolio and appreciate the importance of self-image.</p> <p>CO2: Conduct a self-SWOT analysis and achieve self-development with a clear framework.</p> <p>CO3: Prepare an effective sales pitch (for self), drafting an effective CV, and enhancing the power of personal style</p> <p>CO4: Develop personal professionalism through good grooming.</p> <p>CO5: Create a victory log and demonstrate a confident personality with power.</p>



NON MAJOR ELLECTIVE II	PERSONAL PORTFOLIO II	<p>CO1: Create a personal portfolio</p> <p>CO2: Prepare SWOT analysis</p> <p>CO3: Prepare an effective CV</p> <p>CO4: Develop personal grooming plan for corporate work place</p> <p>CO5: Create a victory log for personal achievements</p>
NON MAJOR ELLECTIVE I	WORK ETIQUETTE I	<p>CO1: Create a self-image portfolio and appreciate the importance of self-image</p> <p>CO2: Design and develop an effective CV and business card</p> <p>CO3: Manage and maintain professional grooming standards</p> <p>CO4: Integrate Professional ethics in all dimensions of corporate standards</p> <p>CO5: Create a victory log for self.</p>
NON MAJOR ELLECTIVE II	WORK ETIQUETTE II	<p>CO1: Design and create a life map for self</p> <p>CO2: Analyse and formulate a SWOT analysis for self</p> <p>CO3: Develop personal grooming plan for corporate work place</p> <p>CO4: Integrate Professional ethics in all dimensions of corporate standards</p> <p>CO5: Evaluate ones professional achievement and integrate it with personal life</p>
CORE V	CORPORATE ACCOUNTING	<p>CO1: Prepare and account for various entries to be passed in case of issue, forfeiture and reissue of shares and debentures and compute the liability of underwriters.</p> <p>CO2: Assess the accounting treatment of issue and redemption of preference shares and debentures.</p> <p>CO3: Construct multi step income statements and classified balance sheets</p> <p>CO4: Compute the value of goodwill and shares under different methods and assess its applicability.</p> <p>CO5: Prepare the accounts of companies on the event of alteration of share capital and reduction of capital</p>
CORE VI	PRACTICAL AUDITING	<p>CO1: Examine the qualities of an auditor that lay emphasis on professional ethics and develop an audit program</p> <p>CO2: Evaluate the importance of impersonal ledgers and engage in the activity of vouching.</p> <p>CO3: Develop an audit plan and procedure to verify assets and liabilities.</p> <p>CO4: Outline the provisions for appointment of auditors and construct an audit report.</p> <p>CO5: Critically evaluate the application of audit procedures in an e-audit environment</p>



CORE VII	LEGAL SYSTEMS OF BUSINESS	CO1: Apply and analyze the concepts of Indian Contract Act,1872 in Commercial Transactions. CO2: Summarize the legal principles of Sale of Goods Act,1930 CO3: Evaluate the Impact of IPR on Business. CO4: Analyze the various factors while investigating the offence of money laundering CO5: Analyze the Rights and Remedies available to the Consumers and summarize the provisions relating to Shops and Establishments Act.
ALLIED III	ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT	CO1: Examine the significance of entrepreneurship and the role of entrepreneurs in the economic growth of India. CO2: Outline and analyze the opportunities and constraints in developing Global Business Ideas. CO3: Summarize the steps involved in setting up a Business. CO4: Evaluate the concept and issues of family business management and women entrepreneurship. CO5: Prepare a B-Plan and formulate a detailed process for implementation.
ELECTIVE I (CHOICE BASED ELECTIVE)	MARKETING RESEARCH ANALYSIS	CO1: Formulate a research design and data collection methods that can be used in marketing research. CO2: Develop a structured research instrument. CO3: Recommend and apply appropriate statistical techniques to analyze primary data based on research objectives. CO4: Outline salient aspects of research in Rural Markets and International Marketing Research and accordingly propose research design. CO5: Prepare a Marketing Research Report and demonstrate efforts taken to conform to research ethics.
CORE VIII	ADVANCED CORPORATE ACCOUNTING	CO1: Construct Financial Statements applying relevant accounting treatment for types of Mergers and Acquisitions. CO2: Prepare Liquidator's Final statement of accounts. CO3: Synthesize and prepare final accounts of insurance companies in the prescribed format. CO4: Construct consolidated profit and loss account and Balance Sheet of Banking companies in accordance with prescribed format. CO5: Prepare Consolidated Balance Sheet as per AS 21.



CORE IX	INTERNATIONAL TRADE	<p>CO1: Examine the features, relevance, need and theories of international trade in the emerging globalized business environment.</p> <p>CO2: Evaluate the impact of the international payment structure on an organization's international business opportunities.</p> <p>CO3: Investigate the global business environment in terms of free trade policies, quotas, tariffs and exchange control.</p> <p>CO4: Analyze the impact of statutory and regulatory compliance laid down by various international organizations on the international movement of goods and services.</p> <p>CO5: Examine and assess India's foreign trade composition and policies keeping India's vision 2030 in mind.</p>
CORE X	COMPANY LAW	<p>CO1: Summarize the steps, integrating aspects of professional ethics - in the formation, incorporation and management of a corporate entity</p> <p>CO2: Recommend the application of relevant regulations pertaining to capital expansion through types of equity issue.</p> <p>CO3: Appraise the implication of MOA and AOA to ensure conformation to provisions of the Act for raising capital through debt.</p> <p>CO4: Categorize the different kinds of Directors, key managerial personnel, meetings of companies and summarize the management of affairs of a company as per the Companies Act 2013</p> <p>CO5: Present arguments for just and equitable grounds to recommend winding up of a corporate entity, outlining the modes and Consequences of winding up</p>
ALLIED IV	OPERATIONS RESEARCH WITH SOFTWARE APPLICATION (THEORY & PRACTICAL)	<p>CO1: Formulate practical situations into linear programming problem and obtain solution using appropriate methods.</p> <p>CO2: Explain the procedure of solving transportation and assignment models and obtain optimal mobilization/allocation of resources in Local/National/Global environment.</p> <p>CO3: Estimate the expected duration of a project using CPM and PERT techniques.</p> <p>CO4: Select the appropriate strategies of game theory to obtain the optimal solution of problems in any competitive market (Local/National/Global).</p> <p>CO5: Determine the minimum elapsed time for processing jobs on machines using sequencing</p>



		techniques and choose the best course of action among available alternatives using decision making criteria and develop employable skills.
ELECTIVE II (INTER DISCIPLINARY ELECTIVE)	PERSONAL INVESTMENT PLANNING	CO1: Differentiate between speculation and Investment and select the appropriate investment avenues based on the various investment opportunities available in the Indian Market CO2: Outline the various gilt edged securities, post office schemes, equity shares and other financial assets. CO3: Analyse the functions of SEBI, and summarize the different types of speculators and brokers. CO4: Compute and interpret stock indices, the NSE, BSE and examine the advantages and disadvantages of having a DEMAT account. CO5: Compare and contrast features of Mutual Funds, money market instruments, commodity trading and recommend the right type of investment opportunity available to an individual
ELECTIVE II (INTER DISCIPLINARY ELECTIVE)	HOSPITALITY MANAGEMENT	CO1: Outline the roles and responsibilities of a hospitality manager and the scope of hospitality industry following the principles of equity and justice. CO2: Formulate a solid business plan by identifying market opportunities and evaluate franchising options at Local and National levels CO3: Summarize the roles and responsibilities of HR manager, create a productive work climate and formulate conflict management plan that addresses gender sensitivity. CO4: Recommend a strategy for marketing hospitality products and identify service gaps. CO5: Create digital platforms for promotion of hospitality services.
ELECTIVE II (INTER DISCIPLINARY ELECTIVE)	CONSUMER AWARENESS EDUCATION	CO1: Examine the core concepts, terminology of consumer and consumerism and differentiate between a customer and consumer. CO2: Investigate the typology of consumers from a global perspective. CO3: Prepare an effective case file as a consumer, responding appropriately to problematic situations CO4: Outline the Grievance redressal mechanism available to a citizen. CO5: Critically evaluate the CSR initiatives of corporate entities.



CORE XI	ELEMENTS OF COST ACCOUNTING (THEORY & PRACTICAL)	CO1: Categorize the elements of cost, apply its principles to prepare cost sheet, tenders, quotations and differentiate between Cost Accounting and financial accounting CO2: Compute and assess Material and labor costs to ensure effective utilization of Materials and labor CO3: Examine the concept of allocation and apportionment of overheads among various departments to ensure equitable distribution of overheads. CO4: Examine the various methods of costing such as Job, batch and contract costing to estimate costs for the future periods for similar jobs. CO5: Prepare Process Accounts by understanding the impact of Normal / Abnormal loss/gain.
CORE XII	INCOME TAX LAW AND PRACTICE - I	CO1: Outline the key terminologies under income tax Act, examine the residential status and summarize the incomes exempted from tax. CO2: Examine the provisions under the Income Tax Act 1961, for computation of salary income of an individual CO3: Outline the provisions for computation of House Property Income with relevant deductions. CO4: Categorize the various sources of Other Income and select appropriate deductions that can be claimed under the head of income from other sources. CO5: Propose and present a Tax Plan with recommended deductions to be availed against assessed income.
CORE XIII	FINANCIAL REPORTING	CO1: Summarize the process of formulation of Indian Accounting Standards in preparation and presentation of Financial Statements. CO2: Integrate theoretical knowledge on all accounting standards with practical application. CO3: Deconstruct the IND AS Financial statements and differentiate the same from the current framework CO4: Examine the financial reporting mandates for Financial Institutions. CO5: Research into the latest developments in the field of financial reporting.



CORE XIV	INCOME TAX LAW AND PRACTICE -II	<p>CO1: Estimate the taxable business and professional income of an individual in India.</p> <p>CO2: Select the appropriate exemptions that can be claimed in computation of capital gains.</p> <p>CO3: Analyze Set off and carry forward provisions for the losses against incomes under various heads.</p> <p>CO4: Select appropriate deductions that can be claimed under different heads of income.</p> <p>CO5: Assess the taxable income of an individual and state the provisions related to filing of returns.</p>
ELECTIVE III	STOCK AND COMMODITY TRADING	<p>CO1: Compare and contrast the characteristics and composition of Primary and Secondary financial markets operating in India</p> <p>CO2: Integrate and outline the interdependent roles and functions of market intermediaries, SEBI in regulation of capital markets.</p> <p>CO3: Propose a portfolio purchase plan in combination with demonstration of online market platform navigation.</p> <p>CO4: Outline the procedure and timelines for settlement of security trade transactions.</p> <p>CO5: Examine the operations of commodity market, supported by commodity based derivatives.</p>
CORE XV	ELEMENTS OF MANAGEMENT ACCOUNTING	<p>CO1: Assess, interpret financial statements, and provide the information needed for making sound economic decisions.</p> <p>CO2: Critically evaluate the financial performance of an organization through application of Ratio analysis and construct the new balance sheet of the organization.</p> <p>CO3: Evaluate the cash flow position of a company and its impact on business growth and success.</p> <p>CO4: Critically evaluate the CVP analysis to aid effective decision making in various business scenarios.</p> <p>CO5: Investigate the variations in elements of cost and sales.</p>
CORE XVI	FINANCIAL MANAGEMENT	<p>CO1: Explain the goals and objectives of Financial Management and critically evaluate the complex role of a financial manager for economic sustenance of the enterprise.</p> <p>CO2: Compute cost of capital and analyze its impact on capital structure decisions for a business.</p> <p>CO3: Discuss dividend theories and evaluate the factors influencing dividend policies.</p> <p>CO4: Recommend decisions regarding capital budgeting and financial management, through appropriate application of Capital Budgeting techniques.</p>



		CO5: Discuss the concept of operating cycle and estimate the working capital needs of an organization.
CORE XVII	BUSINESS TAXATION	CO1: Outline the provisions on goods and service tax Act and explain the differences between new tax regime and old tax regime. CO2: Examine the process for GST Composition Levy scheme in detail along with eligibility criteria and application procedure. CO3: Compute the Input tax credit and examine the place of supply, time of supply. CO4: Classify and design the documents to be maintained under GST, filing of returns, refund mechanism, audit and appeals. CO5: Examine the provisions of the Customs Act in relation to baggage rules, assessable value and export import procedure.
CORE XVIII	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	CO1: Compare and contrast the various alternatives available for investment. CO2: Outline the structure of the capital market CO3: Evaluate securities by applying valuation models and use derivative instruments to manage their investment risks. CO4: Construct a portfolio using established theories and principles. CO5: Evaluate the process of portfolio management and assess portfolio performance using technical metrics
ELECTIVE I (CHOICE BASED ELECTIVE)	U COMMERCE	CO1: Investigate the emergence of U Commerce and outline methods to visualize and present data CO2: Assess the applicability of Big Data and Digital Dashboards. CO3: Create a digital marketing tool box. CO4: Integrate theoretical knowledge to Practical application of Business tools for start-up guides. CO5: Outline skills to map inter-dependence of technology in day to day life.
ELECTIVE II (CHOICE BASED ELECTIVE)	DATA MANAGEMENT AND ANALYSIS USING SPREADSHEETS	CO1: Create, use and modify styles and templates in spread sheets. CO2: Select and apply appropriate functions and formulae used in managing data. CO3: Generate consolidated data sheet through application of multiple functions like filter and sorting. CO4: Create Pivot table and depict data using charts. CO5: Evaluate the possible outcomes through the usage of 'what if' analysis.



PROGRAMME NAME: B.COM MARKETING MANAGEMENT

Under Graduate Programme in Commerce with specialisation in Marketing Management

PROGRAMME SPECIFIC OUTCOMES (PSOs)

On completion of B.Com Marketing Management programme students will be able to

PSO1	Develop and implement innovative and sustainable actions at the local, national and global levels in the four key dimensional areas of marketing - Product Development, Lead Generation, Consumer Insights and Digital Transformations.
PSO2	Analyze the impact of the changing global, political, economic and socio-cultural systems in the marketing environment.
PSO3	Apply, analyze and evaluate cutting edge tools to create measurable marketing campaigns for addressing global marketing issues.
PSO4	Recommend problem-solving frameworks, propose creative ideas and exhibit higher order skills to generate inclusive and equitable business solutions.
PSO5	Integrate legal and ethical norms in everyday management of a business firm in order to be socially sensitive women entrepreneurs and marketing professionals.

COURSE OUTCOMES (COs)

On completion of the course students will be able to

COURSE COMPONENT	COURSE NAME	COURSE OUTCOMES
CORE I	FINANCIAL ACCOUNTING (THEORY & PRACTICAL)	CO1: Formulate financial schedules through analysis and synthesis of information CO2: Evaluate the reasons for discrepancies between cash book and pass book and compute the interest receivable on investments made CO3: Construct multi step income statements and classified balance sheets CO4: Evaluate the surplus / deficit of Non-Profit Organizations and prepare its final statement of accounts CO5: Compare and interpret the different methods of depreciation for various types of assets and estimate the insurance claim



CORE II	PRINCIPLES OF MANAGEMENT	<p>CO1: Examine the roles, skills, qualities and competencies required for a manager in a global context and integrate management principles into management practices</p> <p>CO2: Resolve managerial problems and propose solutions through systematic planning and decision making</p> <p>CO3: Categorize the various types, components and complexities of an organization's structure and analyse its impact on the manager</p> <p>CO4: Assess managerial practices and choices relative to staffing, motivation and alternative leadership styles to take ethical decisions that shall enable a sustainable growth</p> <p>CO5: Examine the importance of coordination and outline the various methods of control available to the manager</p>
ALLIED I	STATISTICS (THEORY & PRACTICAL)	<p>CO1: Determine the measures of central tendency, present data using various diagrammatic / graphical representation and use them as an effective tool of analysis in national/global environment.</p> <p>CO2: Explain the spread of frequency distribution using measures of dispersion and employ correlation & regression methods to analyse and interpret data.</p> <p>CO3: Select appropriate statistical analysis tools, apply them in business scenario to draw conclusions and develop decision-making skills needed for employment/entrepreneurship.</p> <p>CO4: Evaluate trend, seasonal variations using components of time series to predict the effect of environmental changes for sustainable development.</p> <p>CO5: Determine index numbers using different methods and solve problems based on the concepts of probability in real world scenario.</p>
CORE III	ADVANCED FINANCIAL ACCOUNTING	<p>CO1: Prepare branch accounts under various methods and compute the profit earned by dependent and independent branches.</p> <p>CO2: Construct an integrated Departmental profit and loss account by computing the profits earned by departments after allocation of common expenses to various departments.</p> <p>CO3: Critically evaluate the profitability of Hire purchase transactions in case of partial and complete repossession</p> <p>CO4: Construct a new balance sheet of a partnership firm after reconstitution.</p> <p>CO5: Differentiate between dissolution of the firm and dissolution of partnership and prepare the final</p>



		settlement to partners through application of Garner VS Murray rule.
CORE IV	MARKETING MANAGEMENT	<p>CO1: Analyze the relevance of marketing terminologies, concepts, principles, theories, analytic techniques, and facts used in the global business environment for effective and ethical decision-making.</p> <p>CO2: Integrate Segmentation, Targeting and Positioning to create, capture, and deliver value to consumers through the application of universal consumer behaviour theories</p> <p>CO3: Formulate the product and price mix based on the business situation, management resolution and ethical solution to serve consumer needs.</p> <p>CO4: Develop a marketing plan to generate better sales and profits through cutting edge promotion techniques and unique distribution methods for business sustainability.</p> <p>CO5 : Outline the innovative and digital tools to develop marketing strategies for the new age consumer</p>
ALLIED II	MANAGERIAL ECONOMICS	<p>CO1: Examine the different economics concepts in decision making and compare the different theories of the firm.</p> <p>CO2: Critically evaluate the concept of consumer equilibrium in cardinal and ordinal utility analysis, demand and supply</p> <p>CO3: Compare and contrast the short run and long run production function and cost functions and analyze economies and diseconomies of scale.</p> <p>CO4: Evaluate the market type based on competition for determination of price and output</p> <p>CO5: Analyze the factors that cause risk and uncertainty in business.</p>
CORE V	CORPORATE ACCOUNTING	<p>CO1: Prepare and account for various entries to be passed in case of issue, forfeiture and reissue of shares and debentures and compute the liability of underwriters.</p> <p>CO2: Assess the accounting treatment of issue and redemption of preference shares and debentures.</p> <p>CO3: Construct multi step income statements and classified balance sheets</p> <p>CO4: Compute the value of goodwill and shares under different methods and assess its applicability.</p> <p>CO5: Prepare the accounts of companies on the event of alteration of share capital and reduction of capital</p>
CORE VI	SALES AND DISTRIBUTION MANAGEMENT	<p>CO1: Examine the fundamental concepts affecting sales management and the selling process</p> <p>CO2: Integrate strategies to effectively plan and manage a company's sales operations, territories,</p>



		<p>quotas and budgetary considerations locally and nationally</p> <p>CO3: Examine methods to recruit, train, manage, motivate and lead sales force to be ethical and socially sensitive.</p> <p>CO4: Propose strategies to evaluate and design sales and distribution management systems that are in sync with the Sustainable Development Goals</p> <p>CO5: Critically analyse channel conflicts and design sustainable marketing channels.</p>
CORE VII	LEGAL SYSTEM OF BUSINESS	<p>CO1: Apply and analyze the concepts of Indian Contract Act, 1872 in Commercial Transactions.</p> <p>CO2: Summarize the legal principles of Sale of Goods Act, 1930</p> <p>CO3: Evaluate the impact of IPR on Business.</p> <p>CO4: Analyze the various factors while investigating the offence of money laundering</p> <p>CO5: Analyze the Rights and Remedies available to the Consumers and summarize in detail provisions relating to the Shops and Establishment Act</p>
ALLIED III	ENTREPRENEURSHIP DEVELOPMENT AND SMALL BUSINESS MANAGEMENT	<p>CO1: Examine the significance of entrepreneurship and the role of entrepreneurs in the economic growth of India</p> <p>CO2: Outline and analyze the opportunities and constraints in developing Global Business Ideas</p> <p>CO3: Summarize the steps involved in setting up a Business</p> <p>CO4: Evaluate the concept and issues of family business management and women entrepreneurship</p> <p>CO5: Prepare a B-Plan and formulate a detailed process for implementation</p>
CORE VIII	RETAIL MARKETING	<p>CO1: Examine the Indian retail sector, the various retail formats and career opportunities in the local and the national markets</p> <p>CO2: Evaluate strategies applicable for growth of retail business including franchising</p> <p>CO3: Examine the elements of store design and investigate the factors that determine store location selection, tenant mix and trade areas</p> <p>CO4: Evaluate the role of merchandising and pricing in retail</p> <p>CO5: Outline the retail supply chain activities and its significance in the success of a retail outlet</p> <p>CO6: Analyze the significance of emerging trends in global retailing</p>
CORE IX	INTERNATIONAL TRADE	<p>CO1: Examine the features, relevance, need and theories of international trade in the emerging globalized business environment.</p>



		<p>CO2: Evaluate the impact of the international payment structure on an organization's international business opportunities.</p> <p>CO3: Investigate the global business environment in terms of free trade policies, quotas, tariffs and exchange control.</p> <p>CO4: Analyze the impact of statutory and regulatory compliance laid down by various international organizations on the international movement of goods and services.</p> <p>CO5: Examine and assess India's foreign trade composition and policies keeping India Vision 2030 in mind</p>
CORE X	CREATIVE ADVERTISING	<p>CO1: Examine the role of advertising in the most widely accepted global approaches in the development of an organization's marketing process</p> <p>CO2: Recommend and justify appropriate media plans, schedules, budgets and formulate potentially effective strategies for creative media execution</p> <p>CO3: Examine the structure of the advertising agency and critique the client - agency relationship in the age of digital transformations.</p> <p>CO4: Defend and recommend social, ethical and legal compliance governing a country's advertising industry that has to be adopted by organisations</p> <p>CO5: Integrate campaign planning principles and create effective ad copies for different media platforms.</p> <p>CO6: Plan, create and design a creative advertisement campaign for products and services.</p>
ALLIED IV	BRAND MANAGEMENT	<p>CO1: Examine the nature, types, functions and process of branding and brand management in the global marketplace.</p> <p>CO2: Investigate the steps in building a brand and formulate effective brand portfolios and segmenting strategies.</p> <p>CO3: Outline brand values, positioning and brand building strategies for a global brand.</p> <p>CO4: Critique, evaluate and develop a brand equity management system that ensures effective brand performance.</p> <p>CO5: Examine the impact of celebrity endorsements and luxury brands on consumer purchase patterns.</p> <p>CO6: Defend and justify the applications of sustainable branding practices in the new business environment.</p>



<p>CORE XI</p>	<p>ELEMENTS OF COST ACCOUNTING (THEORY & PRACTICAL)</p>	<p>CO1: Categorise the elements of cost and apply its principles to prepare cost sheet, for preparing tenders and quotations and differentiate between Cost Accounting and Financial Accounting CO2: Compute and Assess Material and labour costs to ensure effective utilization of Materials and labour CO3: Examine the concept of allocation and apportionment of overheads among various departments to ensure equitable distribution of overheads CO4: Examine the various methods of costing such as Job, Batch and Contract Costing to estimate costs for the future periods for similar jobs CO5: Prepare Process Accounts by understanding the impact of normal / abnormal loss / abnormal gain</p>
<p>CORE XII</p>	<p>MARKETING RESEARCH AND CONSUMER BEHAVIOUR</p>	<p>CO1: Examine and investigate various research approaches including sampling, data collection, questionnaire design and reporting for specific marketing situations in the global business environment. CO2: Critique and evaluate the applications of appropriate research techniques in business and marketing. CO3: Appraise the complexity of consumer behaviour and summarize relevant consumer behaviour theories in understanding the impact of marketing strategies CO4: Examine the environmental influences of consumer behaviour and critique the role played by culture, social class, family, personal influences and opinion leaders on consumers' consumption patterns. CO5: Relate individual determinants such as personality, perception, learning, motivation and attitude to the choices consumers make and outline the stages of the consumer decision process with inclusivity in mind</p>
<p>CORE XIII</p>	<p>INTEGRATED MARKETING COMMUNICATION</p>	<p>CO1: Construct communication objectives that integrate global communication theories, elements and consumer behaviour models CO2: Formulate and design an Integrated Marketing Communication plan and strategy based on contemporary IMC tools, concepts and process. CO3: Examine the various measurement and control techniques available to marketers to integrate and create appropriate multi-platform creative media strategies in the light of given marketing objectives. CO4: Critique and evaluate the applications of various IMC promotional tools universally used in the age of globalization.</p>



		<p>CO5: Investigate social, legal and ethical issues related to Integrated Marketing Communication from a multicultural and international perspective.</p>
CORE XIV	SERVICES MARKETING	<p>CO1: Examine the nature and elements of the extended marketing mix and design effective service blueprints that have universal applications for different service providers.</p> <p>CO2: Examine and defend the application of the 7 P's of the Services Marketing Mix to develop a positioning strategy for any service organisation.</p> <p>CO3: Recommend strategies for matching demand and supply through capacity planning and justify the importance of external and internal communication orientations in the service sector.</p> <p>CO4: Investigate services marketing problems to recommend solutions to enhance customer's perception on satisfaction, service quality and value.</p> <p>CO5: Formulate a gap strategy to close quality gaps in services based on 5 key dimensions of the RATER model.</p> <p>CO6: Outline the various services offered by the Indian service sector to provide qualitative and equitable services to consumers</p>
ELECTIVE III	DIGITAL MARKETING	<p>CO1: Examine and investigate the universal applications of digital marketing and social media marketing tools for personal branding.</p> <p>CO2: Examine the relevance of advanced application of Search Engine Optimization and develop appropriate content and blog posts for increasing audience engagement through content marketing.</p> <p>CO3: Evaluate the role of social media tools in business.</p> <p>CO4: Appraise the strength of social media tools to drive sales, generate leads and aggregate audience interaction.</p> <p>CO5: Measure and evaluate the effectiveness of digital marketing campaigns using analytics reports for ethical decision-making.</p> <p>CO6: Integrate best practices to create and design digitally relevant and socially acceptable digital media campaigns.</p>
CORE XV	ELEMENTS OF MANAGEMENT ACCOUNTING	<p>CO1: Assess, interpret financial statements, and integrate the information needed for making sound economic decisions</p> <p>CO2: Critically evaluate the financial performance of an organization through application of Ratio analysis & construct the new balance sheet of the organization</p> <p>CO3: Evaluate the cash flow position of a company and its impact on business growth and success.</p>



		<p>CO4: Critically evaluate the CVP analysis to aid effective decision making in various business scenarios</p> <p>CO5: Investigate the variations in the elements of cost and sales</p>
CORE XVI	RURAL MARKETING	<p>CO1: Investigate the fundamental rural marketing concepts, taxonomy, PEST analysis and strategies adopted by brands in rural India to enhance the quality of life for rural consumers.</p> <p>CO2: Appraise the key decisions, approaches and tools applied by rural researchers to classify and segment rural markets to understand the buying behaviour of rural consumers</p> <p>CO3: Recommend sustainable strategies for developing innovative product and service offerings for rural consumers and formulate strategies to counter the sales of fake brands in rural markets.</p> <p>CO4: Plan and design appropriate strategies for rural distribution channels and promotional techniques that depend on the multifarious problems hindering rural India.</p> <p>CO5: Outline and recommend the application of ICTs in Indian rural markets to enhance efficiency and responsiveness among rural consumers and marketers.</p>
CORE XVII	BUSINESS TAXATION	<p>CO1: Outline the provisions of Goods and Service Tax and explain the differences between new tax regime and old tax regime</p> <p>CO2: Examine the process of GST composition Levy Scheme in detail along with eligibility criteria and application procedure</p> <p>CO3: Compute the input tax credit and examine the place of supply and time of supply</p> <p>CO4: Classify and design the documents to be maintained under GST, filing of returns, refund mechanism, audit and appeals</p> <p>CO5: Examine the provisions of the Customs Act in relation to baggage rules, assessable value and export import procedure</p>
CORE XVIII	INTERNATIONAL MARKETING	<p>CO1: Examine and critique the concepts, principles and theories that constitute international marketing practices adopted by multinational corporations.</p> <p>CO2: Relate and analyze factors affecting the international marketing environment and investigate the diversity issues in international markets</p> <p>CO3: Outline the steps and process involved in market selection process, expansion strategies and global product portfolio development.</p>



		<p>CO4: Recommend appropriate strategies for international market entry modes that involve meticulous strategizing of global business goals.</p> <p>CO5: Formulate universally applicable marketing mix programs for global products and services that are customized to suit and satisfy local audience.</p> <p>CO6: Critique and evaluate international marketing models that impact the international business opportunities of a global corporation in the current volatile business structure.</p>
NON MAJOR ELECTIVE I	ENTERTAINMENT MANAGEMENT I	<p>CO1: Outline the fundamental concepts, evolution, features and scope of the Entertainment industry.</p> <p>CO2: Demonstrate skills required to manage entertainment related events in the rapidly changing technological and global environments.</p> <p>CO3: Design a venue management plan for managing an entertainment related event from conceptualization to post evaluation stage</p> <p>CO4: Plan and formulate the marketing mix for entertainment related activities</p> <p>CO5: Examine and investigate the best practices, legal and ethical issues involved in the entertainment industry</p>
NON MAJOR ELECTIVE II	ENTERTAINMENT MANAGEMENT II	<p>CO1: Examine and investigate the various typology of events in the global entertainment industry</p> <p>CO2: Apply the universally applicable management principles to manage entertainment related events</p> <p>CO3: Propose an action plan and submit a project report on managing an event in the entertainment industry</p>
ELECTIVE I (CHOICE BASED ELECTIVE)	SPORTS MARKETING	<p>CO1: Examine the diverse set of fundamental marketing principles that underlay the functionality of the sports industry.</p> <p>CO2: Investigate the operational environment of the sports industry and outline the role played by the Government in nurturing sports in India.</p> <p>CO3: Design promotional strategies for effective communication and management of a sports event.</p> <p>CO4: Examine the principle elements of ethics governing sports, like honesty, responsibility, fairness and respect.</p> <p>CO5: Manage portfolios of sports personalities including recruitment, diet management and endorsement contracts.</p> <p>CO6: Apply and evaluate technological tools for strategic decision making in sports.</p>
ELECTIVE I (CHOICE)	HRM FOR NON-HR MANAGERS	<p>CO1: Examine the role of HRM in the new age organisation and plan man power requirements and implement techniques of job design.</p>



BASED ELECTIVE)		<p>CO2: Formulate action plans for employee recruitment, selection, training and performance appraisal.</p> <p>CO3: Outline the legal provisions for managing discipline and grievances in an organization.</p> <p>CO4: Estimate, defend and handle legal compliance in HRM involving trade union disputes, employee retention and other legal and ethical issues concerning human resources.</p> <p>CO5: Integrate ICT in HRM practices to take ethical decisions, corrective actions and strategize for future developments in the field of HRM.</p>
ELECTIVE II (INTER DISCIPLINARY ELECTIVE)	TOURISM MANAGEMENT	<p>CO1: Examine tourism as a knowledge of study within the broader cultural, environmental, political and economic dimensions in the local and global context.</p> <p>CO2: Outline and evaluate the planning, development and segmentation process in tourism management.</p> <p>CO3: Analyze, evaluate and formulate marketing strategies for tourism destinations.</p> <p>CO4: Critique the typologies of tourism for their implications on sustainability of a destination.</p> <p>CO5: Examine the role of tourist agencies, organizations and Government departments in the development of tourism in India</p>

PROGRAMME NAME: B.COM CORPORATE SECRETARYSHIP

Under Graduate Programme in Commerce with specialisation in Corporate Secretaryship

PROGRAMME SPECIFIC OUTCOMES (PSOs)

On completion of B.Com Corporate Secretaryship programme students will be able to

PSO1	Design an efficient administration of a company, with regard to ensuring external and internal compliance obligations as per the Companies Act.
PSO2	Translate governance into the appropriate frameworks, policies and processes for an organisation and assess essential roles and responsibilities of a Company Secretary through knowledge gained in Institutional training.
PSO3	Manage and store the company's financial and legal records, generate valuable reports, perform due diligence and interpret financial accounts without conflict of interest for effective decision making.
PSO4	Evaluate the global business environment and formulate appropriate business plans and marketing strategies for implementing sustainable business practices.
PSO5	Integrate self-awareness and interpersonal skills to exhibit emotional intelligence for entrepreneurship, employability and women empowerment.



COURSE OUTCOMES (COs)

On completion of the course students will be able to

COURSE COMPONENT	COURSE	COURSE OUTCOMES
CORE I	FINANCIAL ACCOUNTING (THEORY & PRACTICAL)	CO1: Formulate financial schedules through analysis and synthesis of information CO2: Evaluate the reasons for discrepancies between cash book and passbook and compute the interest receivable on investments made. CO3: Construct multi step income statements and classified Balance sheets. CO4: Evaluate the surplus deficit of Non-Profit Organizations and prepare its final statement of accounts. CO5: Compare and interpret the different methods of depreciation for various types of assets and estimate the insurance claim
CORE II	PRINCIPLES OF MANAGEMENT	CO1: Examine the roles, skills, qualities and competencies required for a manager in a global context and integrate management principles into management practices. CO2: Resolve managerial problems and propose solutions through systematic planning and decision making. CO3: Categorize the various types, components and complexities of an organizations' structure and analyse its impact on the manager. CO4: Assess managerial practices and choices relative to staffing, motivation and alternative leadership styles to take ethical decisions that shall enable a sustainable growth CO5: Examine the importance of coordination and outline the various methods of control available to a manager.
ALLIED I	STATISTICS (THEORY & PRACTICAL)	CO1: Determine the measures of central tendency, present data using various diagrammatic/graphical representation and use them as an effective tool of analysis in National/Global environment. CO2: Explain the spread of frequency distribution using measures of dispersion and employ correlation & regression methods to analyse and interpret data. CO3: Select appropriate statistical analysis tools, apply them in business scenario to draw conclusions and develop decision making skills needed for employment/entrepreneurship.



		<p>CO4: Evaluate trend, seasonal variations using components of time series to predict the effect of environmental changes for sustainable development.</p> <p>CO5: Determine index numbers using different methods and solve problems based on the concepts of probability in real world scenario.</p>
CORE III	ADVANCED FINANCIAL ACCOUNTING	<p>CO1: Prepare branch accounts under various methods and compute the profit earned by dependent and independent branches.</p> <p>CO2: Construct integrated departmental profit and loss account by computing the profits earned by departments after allocation of common expenses to various departments.</p> <p>CO3: Critically evaluate the profitability of Hire purchase transactions in case of partial and complete repossession.</p> <p>CO4: Construct a new balance sheet of a partnership firm after reconstitution.</p> <p>CO5: Differentiate between dissolution of the firm and dissolution of partnership and prepare the final settlement to partners through application of Garner Vs Murray rule.</p>
CORE IV	MARKETING MANAGEMENT	<p>CO1: Analyse the relevance of marketing technologies, concepts, principles, theories, analytic techniques, and facts used in the global business environment for effective and ethical decision making</p> <p>CO2: Integrate segmentation, Targeting and positioning to create, capture and deliver value to consumers through the application of universal consumer behaviour theories</p> <p>CO3: Formulate the product and price mix based on the business situation, management resolution and ethical solution to serve consumer needs</p> <p>CO4: Develop a marketing plan to generate better sales and profits through cutting edge promotion techniques and unique distribution methods for business sustainability.</p> <p>CO5: Outline the innovative and digital tools to develop marketing strategies for the new age consumer.</p>
ALLIED II	MANAGERIAL ECONOMICS	<p>CO1: Examine the different economic concepts in decision making and compare the different theories of the firm.</p> <p>CO2: Critically evaluate the concept of consumer equilibrium in cardinal and ordinal utility analysis, demand and supply.</p> <p>CO3: Compare and contrast the short run and long run production function and cost functions and analyse economies and diseconomies of scale.</p> <p>CO4: Evaluate the market type based on competition for determination of price and output.</p>



		CO5: Analyse the factors that cause risk and uncertainty in business.
CORE V	CORPORATE ACCOUNTING	<p>CO1: Prepare and account for various entries to be passed in case of issue, forfeiture and reissue of shares and debentures and compute the liability of underwriters.</p> <p>CO2: Assess the accounting treatment of issue and redemption of preference shares and debentures.</p> <p>CO3: Construct multi step income statements and classified Balance sheets</p> <p>CO4: Compute the value of goodwill and shares under different methods and assess its applicability.</p> <p>CO5: Prepare the accounts of companies on the event of alteration of share capital and reduction of capital.</p>
CORE VI	PRACTICAL AUDITING	<p>CO1: Examine the qualities of an auditor and lay emphasis on professional ethics and develop an audit programme.</p> <p>CO2: Evaluate the importance of impersonal ledger and engage in the activity of vouching.</p> <p>CO3: Develop an audit plan and procedure to verify assets and liabilities</p> <p>CO4: Outline the provisions for appointment of auditors and construct an audit report</p> <p>CO5: Critically evaluate the application of audit procedures in an e-audit environment</p>
CORE VII	LEGAL SYSTEMS OF BUSINESS	<p>CO1: Apply and analyse the concepts of Indian Contract Act, 1872 in Commercial transaction</p> <p>CO2: Summarize the legal principles of Sale of goods Act 1930</p> <p>CO3: Evaluate the impact of IPR on Business</p> <p>CO4: Analyse the various factors while investigating the offence of money laundering</p> <p>CO5: Analyse the rights and remedies available to the consumers and summarize the provisions relating to shops and Establishment Act</p>
ALLIED III	ENTREPRENEURSHIP DEVELOPMENT AND SMALL BUSINESS MANAGEMENT	<p>CO1: Examine the significance of entrepreneurship and the role of entrepreneurs in the economic growth of India</p> <p>CO2: Outline and analyse opportunities and constraints in developing Global Business Ideas.</p> <p>CO3: Summarize the steps involved in setting up a Business</p> <p>CO4: Evaluate the concept and issues of family business management and women entrepreneurship.</p> <p>CO5: Prepare a B-Plan and formulate a detailed process for implementation.</p>



CORE VIII	ADVANCED CORPORATE ACCOUNTING	<p>CO1: Construct financial statements applying in relevant accounting treatment for types of Mergers and Acquisition.</p> <p>CO2: Prepare Liquidator's Final statement of accounts</p> <p>CO3: Synthesize and prepare final accounts of Insurance companies in the prescribed format</p> <p>CO4: Construct consolidated Profit and Loss account and Balance Sheet of Banking Companies in accordance with prescribed format.</p> <p>CO5: Prepare Consolidated Balance Sheet as per AS 21</p>
CORE IX	INTERNATIONAL TRADE	<p>CO1: Examine the features, relevance, need and theories of international trade in the emerging globalised business environment.</p> <p>CO2: Evaluate the impact of international payment structure of an organisation's international business opportunities.</p> <p>CO3: Investigate the global business environment in terms of free trade policies, quotas, tariffs and exchange control.</p> <p>CO4: Analyse the impact of statutory and regulatory compliance laid down by various international organisations on the international movement of goods and services.</p> <p>CO5: Examine and assess India's foreign trade composition and policies keeping India's Vision 2030 in mind.</p>
ALLIED IV	CORPORATE DUE DILIGENCE	<p>CO1: Appraise the meaning of Due Diligence, factors, types and differentiate between due diligence and audit.</p> <p>CO2: Outline the provisions of SEBI relating to Due Diligence on issue of various types of Securities.</p> <p>CO3: Analyse the types of global depository receipts and its regulatory framework relating to receipts within and outside India.</p> <p>CO4: Evaluate due Diligence on Mergers and Amalgamations and explain the importance of Due Diligence on Valuation.</p> <p>CO5: Critically examine the due diligence report and examine the significance of Corporate Compliance management.</p>
CORE X	DRAFTING AND CONVEYANCING	<p>CO1: Design and draft necessary acumen in drafting legal documents.</p> <p>CO2: Outline the steps involved in drafting various types of deeds related to conveying various types of charges.</p> <p>CO3: Design trade related agreements in respect of Dealership, Agency, Export, Memorandum of Understanding and Hire Purchase Agreement.</p>



		<p>CO4: Create documents relating to various Company meetings.</p> <p>CO5: Compose petitions and applications before the Company Law Courts.</p>
CORE XI	<p>ELEMENTS OF COST ACCOUNTING</p> <p>(THEORY & PRACTICAL)</p>	<p>CO1: Categorise the elements of cost, apply its principles to prepare cost sheet, tenders, quotations and differentiate between Cost Accounting and financial accounting</p> <p>CO2: Compute and Assess Material and labour costs to ensure effective utilisation of Materials and labour</p> <p>CO3: Examine the concept of allocation and apportionment of overheads among various departments to ensure equitable distribution of overheads</p> <p>CO4: Examine the various methods of costing such as Job, batch and contract costing to estimate costs for the future periods for similar jobs.</p> <p>CO5: Prepare the process accounts by understanding the impact of Normal loss/Abnormal loss/gain</p>
CORE XII	<p>INCOME TAX LAW AND PRACTICE I</p>	<p>CO1: Outline the key terminologies under Income Tax Act, examine the residential status and summarise the incomes exempted from tax.</p> <p>CO2: Examine the provisions under the Income Tax Act 1961, for computation of salary income of an individual</p> <p>CO3: Outline the provisions for computation of House property income with relevant deductions</p> <p>CO4: Categorise the various sources of other income and select appropriate deductions that can be claimed under the Head Income from other sources</p> <p>CO5: Propose and Present a tax plan with recommended deductions to be availed against assessed income.</p>
CORE XIII	<p>COMPANY LAW AND SECRETARIAL PRACTICE I</p>	<p>CO1: Apply the provisions of Companies Act 2013 and Examine the concept of Corporate Veil.</p> <p>CO2: Analyse the role of a Company Secretary</p> <p>CO3: Categorise the documents required for the Incorporation of a company.</p> <p>CO4: Outline the kinds of capital and procedures relating to Rights and Bonus issue.</p> <p>CO5: Appraise the Secretarial procedures involved in the allotment of shares and distinguish between Shareholders and Members.</p>
CORE XIV	<p>INCOME TAX LAW AND PRACTICE II</p>	<p>CO1: Estimate the taxable business and professional income of an individual in India.</p> <p>CO2: Select the appropriate exemptions that can be claimed in computation of capital gains.</p> <p>CO3: Analyse Set off and carry forward provisions for the losses against incomes under various heads</p> <p>CO4: Select appropriate deductions that can be claimed under different heads of income.</p>



		CO5: Assess the taxable income of an individual and state the provisions related to filing of returns.
ELECTIVE III	INSTITUTIONAL TRAINING	CO1: Examine skills and capabilities that intersect effectively with the needs of industry. CO2: Integrate the practical skills, managerial skills and technical procedures. CO3: Appraise with working of different departments of the company. CO4: Reflect and evaluate on experiences that might lead to future employment. CO5: Exhibit good communication skills in the workplace setting.
CORE XV	ELEMENTS OF MANAGEMENT ACCOUNTING	CO1: Assess, interpret financial statements and provide the information needed for making sound economic decisions. CO2: Critically evaluate the financial performance of organisation through application of Ratio analysis and construct the new balance sheet of the organisation. CO3: Evaluate the cash flow position of a company and its impact on business growth and success. CO4: Critically evaluate the CVP analysis to aid effective decision making in various business scenarios. CO5: Investigate the variations in the elements of cost and sales
CORE XVI	FINANCIAL MANAGEMENT	CO1: Explain the goals and objectives of financial management and critically evaluate the complex role of a financial manager for economic sustenance of the enterprise. CO2: Compute cost of capital and analyse its impact on capital structure decisions for a business. CO3: Discuss dividend theories and evaluate the factors influencing dividend policies. CO4: Recommend decisions regarding capital budgeting and financial management through appropriate application of capital budgeting techniques. CO5: Discuss the concept of operating cycle and estimate the working capital needs of an organisation.
CORE XVII	BUSINESS TAXATION	CO1: Outline the provisions of goods and service tax Act and explain the differences between new tax regime and old tax regime. CO2: Examine the process for GST Composition Levy scheme in detail along with eligibility criteria and application procedure. CO3: Compute the Input tax credit and examine the place of supply, time of supply. CO4: Classify and Design the documents to be maintained under GST, filing of returns, refund mechanism, audit and appeals.



		<p>CO5: Examine the provisions of the Customs Act in relation to baggage rules, assessable value and export import procedure.</p>
CORE XVIII	COMPANY LAW AND SECRETARIAL PRACTICE II	<p>CO1: Outline the powers given to the company for borrowing and the secretarial procedure relating to payment of dividends.</p> <p>CO2: Distinguish different kinds of meetings in a company and examine the powers and duties of chairman of a meeting.</p> <p>CO3: Examine the qualification, appointment, powers, duties of a director and differentiate between Managing director and a Manager.</p> <p>CO4: Formulate an action plan for the Corporate Insolvency Resolution Process.</p> <p>CO5: Evaluate the significance of Corporate Governance and its challenges.</p>
ELECTIVE I (CHOICE BASED ELECTIVE)	HRM FOR NON-HR MANAGERS (For 2019-2022 Batch)	<p>CO1: Examine the role of HRM in the new age organisation and plan manpower requirements and implement techniques of Job design</p> <p>CO2: Formulate action plans for employee recruitment, selection, training and performance appraisal</p> <p>CO3: Outline the legal provisions for managing discipline and grievances in an organisation.</p> <p>CO4: Estimate, defend and handle legal compliance in HRM involving trade union disputes, employee retention and other legal ethical issues concerning human resources</p> <p>CO5: Integrate ICT in HRM practices to take ethical decisions, corrective actions and strategize for future developments in the field of HRM</p>
ELECTIVE II (INTER DISCIPLINARY ELECTIVE)	EMOTIONAL INTELLIGENCE	<p>CO1: Examine the relationship between interpersonal skills, emotions and behaviour to inspire high performance.</p> <p>CO2: Outline the various personality traits and explain the importance of self-awareness and improve interpersonal skills</p> <p>CO3: Recommend self-empowerment strategies and create a sensitivity profile</p> <p>CO4: Summarise Emotionally Intelligent mindfulness practice while experiencing negative traits</p> <p>CO5: Categorize personal strengths and weaknesses</p>
ELECTIVE I (CHOICE BASED ELECTIVE)	LEGAL ADVOCACY	<p>CO1: Analyse the theoretical principles of law to implement the proceedings of the court</p> <p>CO2: Outline the broad framework of constitution of India and examine the legislative powers of the union and states</p> <p>CO3: Investigate the Essential Commodities Act, its objects and powers of the Central Government.</p>



		CO4: Examine the provisions relating to Registration of documents and consequences of non-registration. CO5: Outline the background and the salient features of Right to information Act.
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PROGRAMME NAME: B.COM HONOURS

Under Graduate Honours programme in Commerce

PROGRAMME SPECIFIC OUTCOMES (PSOs)

On completion of B.Com Honours programme students will be able to

PSO1	Demonstrate problem solving and analytical skills that enhance employability options and gain an understanding of the concepts in the multi-disciplinary curriculum that promotes sustainable growth.
PSO2	Develop understanding of globally accepted accounting standards, legal and management practices and implement strategies to resolve conflict.
PSO3	Integrate interpersonal and social skills required by professionals in assessing financial reporting frameworks and reporting fraudulent situations in an ethical manner.
PSO4	Utilise and understand technology enabled learning and develop an entrepreneurial mind set amongst aspiring women.
PSO5	Apply specialized knowledge of accountancy, taxation, auditing, laws, research and management in the global, national and local society and progress towards self-development in situations of uncertainty and risks.

COURSE OUTCOMES (COs)

On completion of the course students will be able to

COURSE COMPONENT	COURSE	COURSE OUTCOMES
CORE I	INTRODUCTORY ACCOUNTING	CO1: Construct books of accounts of Sole trader through usage of relevant accounting standards, principles and conventions. CO2: Examine the reasons for discrepancy between pass book and cash book and prepare the bank reconciliation statement. Analyze the inventory valuation process and calculate depreciation on assets CO3: Solve accounting problems for special transactions of Consignment, Bill of Exchange. Construct Balance sheet of Non Profit organisations CO4: Make solutions for situations of change in the constitution of a partnership firm.



		<p>CO5: Apply accounting procedures of a corporate entity for issue, forfeiture and reissue of shares and debentures and redemption of preference shares.</p>
CORE II	BUSINESS LAWS	<p>CO1: Outline essentials of the Indian Contract Act 1872 and develop skills in understanding the ethical justification of the provisions thereof</p> <p>CO2: Differentiate the special contracts used in different types of business and develop competency in identifying the elements constituting a legally binding contract.</p> <p>CO3: Examine necessary formalities of contract of sale and rights of unpaid seller under the Sale of Goods Act 1930.</p> <p>CO4: Evaluate the fundamental legal principles assigning rights and duties to partners under the Indian Partnership Act of 1932</p> <p>CO5: Categorise agents, their rights, duties and circumstances for termination of Agency</p>
CORE III	BUSINESS ECONOMICS	<p>CO1: Examine the fundamental problems of an economy.</p> <p>CO2: Critically examine the laws of demand, supply and utility</p> <p>CO3: Elaborate and test the relationship between short run and long run production and cost functions.</p> <p>CO4: Distinguish the various forms of markets and price mechanism under different market competitions</p> <p>CO 5: Analyse the fluctuations in economic activity and their impact and evaluate Government policies.</p>
CORE IV	MATHEMATICS AND STATISTICS	<p>CO1: Estimate ratio & proportion, logarithms and solve algebraic equations using appropriate mathematical techniques.</p> <p>CO2: Evaluate problems based on simple /compound interest, Permutations / Combinations, sequence & series and develop competency skills needed to excel in professional/competitive exams.</p> <p>CO3: Determine the derivatives of simple algebraic equations using standard rules and evaluate integrals by employing methods of integration and apply them in global environment.</p> <p>CO4: Estimate the measures of location, dispersion and employ correlation & regression analysis to predict the effect of environmental changes for sustainable development.</p> <p>CO5: Determine index numbers using different methods, solve problems based on the concepts of probability and apply them in business decision making.</p>



CORE V	BUSINESS ACCOUNTING	<p>CO1: Apply the accounting Standards in problem solving and gain competency in understanding their universal applicability</p> <p>CO2: Construct the accounts from incomplete records and value current and long term investments as per AS13</p> <p>CO3: Distinguish book - keeping techniques between Hire purchase and Instalment Accounting</p> <p>CO4: Create solutions in accounting for branches and to compute profit of departments by allocating the common expenses</p> <p>CO5: Estimate the insolvency situation in a partnership firm, solve issues related to sale, conversion of a company and the importance of equitable distribution of assets in the event of dissolution.</p>
CORE VI	COST ACCOUNTING	<p>CO1: Calculate various elements of cost applying globally accepted costing techniques and Construct a cost sheet</p> <p>CO2: Estimate labour costs under different methods and identify reasons for employee turnover associated with cost control competencies</p> <p>CO3: Calculate the various cost overheads and demonstrate the techniques in cost control and management for economic conservation of resources</p> <p>CO4: Formulate the basis for allocation and apportionment of specific order and operation costs</p> <p>CO5: Analyse the accounting procedure of process costing and service sector costing</p>
CORE VII	MANAGEMENT ACCOUNTING	<p>CO1: Examine how the management accounting function can fit within the structure of management activity.</p> <p>CO2: Integrate budget preparation in business decision making and develop competency in assessing the efficiency of internal processes.</p> <p>CO3: Analyse the cost and sales variances as measurements in cost control of organizations.</p> <p>CO4: Formulate Managerial decisions through application of marginal costing techniques.</p> <p>CO5: Evaluate techniques of Activity based costing, throughput costing and life style costing as means to cost management and resource planning.</p>
CORE VIII	INDUSTRIAL LAWS	<p>CO1: Appraise the provisions of the General Clauses Act 1897 to its applicability and scope in speeding up the process of impeachment</p> <p>CO2: Examine the aids to interpret the statutes with respect to construction of deeds and documents and develop competency in attaining clarity in the</p>



		<p>meaning of the words used in the Statutes</p> <p>CO3: Analyse the key concepts of legal theory and procedures of the Labour laws, employee benefits and compensation schemes and impart knowledge on safeguarding workers from exploitation.</p> <p>CO4: Outline the provisions of Employee Provident Fund Act, Payment of Gratuity Act and Payment of Bonus Act that improve welfare and amenities to workers</p> <p>CO5: Analyze the salient features of the judiciary system with regard to industrial disputes, Child labour laws and Maternity Benefits and enable understanding of functioning of the Conciliation Machinery</p>
CORE IX	PRINCIPLES OF MANAGEMENT	<p>CO1: Examine the roles, skills, qualities and competencies required for a manager in a global context and integrate management principles into management practices</p> <p>CO2: Resolve managerial problems and propose solutions through systematic planning and decision making</p> <p>CO3: Categorize the various types, components and complexities of an organization's structure and analyse its impact on the manager</p> <p>CO4: Assess managerial practices and choices relative to staffing, motivation and alternative leadership styles to take ethical decisions that shall enable sustainable growth.</p> <p>CO5: Examine the importance of coordination and outline the various methods of control available to the manager</p>
CORE X	ACCOUNTING FOR COMPANIES	<p>CO1: Evaluate the conceptual framework in the preparation and presentation of financial statements and consolidate financial information used by stakeholders</p> <p>CO2: Examine and discuss the various Accounting Standards that aid in corporate transparency of financial statements</p> <p>CO3: Construct the financial statements of companies as per the Accounting Standards and catering to Global compliance norms</p> <p>CO4: Analyse the provisions of the Companies Act relating to redemption of preference shares and debentures</p> <p>CO5: Formulate the procedure for alteration of share capital and internal reconstruction</p>



CORE XI	TAXATION I	<p>CO1: Examine the tax concepts and assess tax on income earned</p> <p>CO2: Formulate the various monetary and non-monetary emoluments and assess the tax implications on salaried assessee.</p> <p>CO3: Design solutions for computation of tax liability from House property</p> <p>CO4: Construct the Tax liability of various business entities and distinguish between the tax saving and tax avoidance schemes</p> <p>CO5: Compile the gross deductions that can be claimed and assess the effects of claiming the deductions. Identify the taxability of retirement benefits and importance of saving.</p>
CORE XII	TAXATION II	<p>CO1: Evaluate tax under the head capital gains</p> <p>CO2: Analyze bond washing transaction and identify issues on tax evasion. Assess the taxable income from other sources.</p> <p>CO3: Construct the different ways to club income of one assessee with the income of another and understand the significance of tax evasion</p> <p>CO4: Estimate problems on computation of taxable income and tax liability from the different heads of income.</p> <p>CO5: Examine the assessment procedures for different categories of persons and identify the importance of filing the return.</p>
CORE XIII	INDIRECT TAXATION	<p>CO1: Examine the features and framework of GST and provide updated knowledge</p> <p>CO2: Formulate value of supplies and input tax credit through the valuation mechanism</p> <p>CO3: Design the registration process applicable for all dealers through problem solving and GST record keeping and to compute GST liability</p> <p>CO4: Create and impart training in the preparation of documents like tax invoices, debit and credit notes and e way bills for GST management and reconciliation.</p> <p>CO5: Compute custom duty liability, outline the baggage rules, penalties, refunds and discuss the Foreign Trade Policy</p>
CORE XIV	CORPORATE LAW	<p>CO1: Appraise the fundamentals of Company Law provisions as per the Companies Act of 2013 to develop understanding of the Corporate world</p> <p>CO2: Evaluate the latest provisions of the Companies Act with regard to alteration of the MOA and AOA of the company and legal requirements for issue of shares and documentation</p> <p>CO3: Outline the provisions of the Companies Act</p>



		<p>with reference to the legal aspects of Share Capital, deposits and debentures.</p> <p>CO4: Analyse the conduct and procedures involved in different kinds of meetings and apply the provisions with regard to maintenance of registers and filing of returns</p> <p>CO5: Examine the rules regarding appointment of auditors, maintenance of accounts, payment of dividends and the legal and ethical aspects involved in corporate policies governing them</p>
CORE XV	ADVANCED ACCOUNTING I	<p>CO1: Apply the disclosure norms as per the Accounting Standards in the preparation and presentation of financial statements in making informed financial decisions</p> <p>CO2: Estimate the value of goodwill and shares by applying the provisions of Accounting Standards.</p> <p>CO3: Construct the financial statements of Holding and Subsidiary companies.</p> <p>CO4: Design the Accounting solutions applying the Financial Reporting framework for Insurance and Mutual Fund Businesses based on disclosure norms</p> <p>CO5: Examine the recent issues in corporate accounting related to human resources, value added statement, social accounting, brand valuation and Computerized accounting to understand sustainable accounting practices</p>
CORE XVI	INTRODUCTION TO AUDITING	<p>CO1: Examine the nature, scope, objectives of audit and the standards on quality control and audit engagement</p> <p>CO2: Propose an audit planning strategy, develop an audit plan</p> <p>CO3: Analyze the standards in audit documentation, evidence, written representation and sampling and provide assurance about the financial information</p> <p>CO4: Investigate the audit risk and the internal control system and identify grey areas in assertions</p> <p>CO5: Outline the analytical procedures and design investigative procedures of auditing</p>
CORE XVII	COMPUTER FUNDAMENTALS AND ACCOUNTING SOFTWARE (PRACTICAL)	<p>CO1: Formulate a working knowledge on MS Office tools</p> <p>CO2: Manage Spread Sheet Applications using advanced knowledge of MS Excel</p> <p>CO3: Create appropriate summary reports with MS Access</p> <p>CO4: Appraise the Accounting software techniques used for designing accounts of companies</p> <p>CO5: Design various accounting reports using tally</p>



		software in the current business scenarios
CORE XVIII	INFORMATION TECHNOLOGY	<p>CO1: Outline Automated Business processes and elaborate on the security offenses committed and necessary laws to protect information.</p> <p>CO2: Create a report of data representation through tools like XBRL</p> <p>CO3: Integrate the concepts of information systems, its types, risks and controls associated with it.</p> <p>CO4: Differentiate the Business Process Flow in emerging technology based Commerce</p> <p>CO5: Construct the core banking system solutions and risks and controls associated with it.</p>
CORE XIX	STRATEGIC FINANCIAL MANAGEMENT	<p>CO1: Analyse the role of finance managers in making short and long term decisions using ratio analysis</p> <p>CO2: Appraise the “Cost of Capital” that impacts the capital investment decisions of a business</p> <p>CO3: Construct sound financial solutions using capital structure theories</p> <p>CO4: Examine and execute decisions regarding capital budgeting and Financial Management</p> <p>CO5: Analyse and determine working capital requirements , develop skills relating to cash and receivables management in business</p>
CORE XX	OPERATIONS RESEARCH WITH SOFTWARE APPLICATION (THEORY & PRACTICAL)	<p>CO1: Formulate practical situations into linear programming problem and obtain its solution using appropriate methods.</p> <p>CO2: Explain the procedure of solving transportation and assignment models and obtain optimal mobilization/allocation of resources in local/national/global environment.</p> <p>CO3: Estimate the expected duration of a project using CPM and PERT techniques.</p> <p>CO4: Select the appropriate strategies of game theory to obtain the optimal solution of problems in any competitive market (local/national/global).</p> <p>CO5: Determine the minimum elapsed time for processing jobs on machines using sequencing techniques and choose the best course of action among available alternatives using decision making criteria and develop employable skills.</p>
CORE XXI	ADVANCED ACCOUNTING II	<p>CO1: Solve problems on employee stock options, buy back options and on underwriting compliances</p> <p>CO2: Propose scheme of purchase consideration under amalgamations, absorptions and mergers and generate financial statements post events. Understanding the rationale in framing schemes of amalgamations</p>



		<p>CO3: Design the liquidator's final statements of accounts, statement of affairs and deficiency accounts keeping in the view the Insolvency Code. Understand the rationale in settling stakeholder's claims as prescribed by the Act</p> <p>CO4: Generate the final statement of accounts of a banking company and classify NPA's. Determine the CAR (Capital Adequacy Ratio) and understand the rationale in its application to banking companies</p> <p>CO5: Compute surplus and clear profits of electricity companies and prepare the Final statements of an Electricity company</p>
CORE XXII	ECONOMICS FOR FINANCE	<p>CO1: Examine the basic macroeconomic concepts and Keynesian theory of income determination</p> <p>CO2: Outline the concept of money demand, money supply and monetary policy</p> <p>CO3: Analyse the fiscal functions, market failures, need for government interventions and outline the tools of fiscal policy</p> <p>CO4: Evaluate the theories of international trade and trade policies.</p> <p>CO5: Appraise trade negotiations and international capital movements</p>
CORE XXIII	STRATEGIC MANAGEMENT	<p>CO1: Examine the basic concepts of strategic management in a global business environment</p> <p>CO2: Evaluate the internal and external environment to formulate strategies through situational and portfolio analysis</p> <p>CO3: Assemble the different types of business and functional levels of strategic alternatives available to an organization</p> <p>CO4: Select and implement the appropriate strategies based on the organization structure</p> <p>CO5: Evaluate and control the strategic implementation process through contemporary strategic management practices</p>
CORE XXIV	ENTREPRENEURSHIP DEVELOPMENT AND SMALL BUSINESS MANAGEMENT	<p>CO1: Examine the significance of entrepreneurship and the role of entrepreneurs in the economic growth of India</p> <p>CO2: Outline and analyse the opportunities and constraints in developing Global Business Ideas</p> <p>CO3: Summarize the steps involved in setting up a Business</p> <p>CO4: Evaluate the concept and issues of family business management and women entrepreneurship</p> <p>CO5: Prepare a B-Plan and formulate a detailed process for implementation</p>



CORE XXV	AUDITING AND ASSURANCE	<p>CO1: Examine conduct of audit in a computerized environment using Computer-assisted audit techniques (CAATs) employed by auditors to test and conclude on the integrity of a client’s computer-based accounting system.</p> <p>CO2: Plan the conduct of audit of the items in the Financial statement of a company and understand the practical aspects of the audit process based on the regulatory framework governing practitioners</p> <p>CO3: Outline the Rights, duties and codes for professional ethics of auditors of a company and understand the approaches to the regulation of auditing practice, in relation to legal rules and professional guidelines</p> <p>CO4: Conclude audit report findings as per CARO rules and identify the changing responsibilities of auditors for fraud detection and financial statement attestation</p> <p>CO5: Organize the check list for conduct of audit of banking and other special entities. Apply materiality checks in auditing and assurance services of banks and other entities</p>
CORE XXVI	ORGANIZATIONAL BEHAVIOUR	<p>CO1: Explain the concepts of organizational behaviour and factors affecting individual behaviour in a workplace that promote gender sensitivity and inclusiveness</p> <p>CO2: Analyse the determinants of individual behaviour in work place</p> <p>CO3: Examine the process of group formation and evaluate the causes of conflict and techniques of resolution.</p> <p>CO4: Outline the theories of motivation and leadership in different organizational situations to achieve desired behavioral change and sustained growth</p> <p>CO5: Evaluate the importance of organizational culture and climate in overall organizational development and effectiveness.</p>
CORE XXVII	MARKETING MANAGEMENT	<p>CO1: Analyze the relevance of marketing terminologies, concepts, principles, theories, analytic techniques, and facts used in the global business environment for effective and ethical decision-making.</p> <p>CO2: Integrate Segmentation, Targeting and Positioning to create, capture, and deliver value to consumers through the application of universal Consumer behaviour theories.</p> <p>CO3: Formulate the product and price mix based on the business situation, management resolution</p>



		<p>and ethical solution to serve consumer needs</p> <p>CO4: Develop a marketing plan to generate better sales and profits through cutting edge promotion techniques and unique distribution methods for business sustainability.</p> <p>CO5: Outline the innovative and digital tools to develop marketing strategies for the new age consumer</p>
CORE XXVIII	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	<p>CO1: Compare and contrast the various alternatives available for investment.</p> <p>CO2: Outline the structure of the capital market</p> <p>CO3: Evaluate securities by applying valuation models and use derivative instruments to manage their investment risks</p> <p>CO4: Construct a portfolio using established theories and principles</p> <p>CO5: Evaluate the process of portfolio management and assess portfolio performance using technical metrics</p>
CORE XXIX	BANKING SYSTEM AND FINANCIAL SERVICES	<p>CO1: Examine the structure, classification and characteristics of the Indian Financial Market and understand money supply and demand, and monetary policy</p> <p>CO2: Analyze the role of RBI and regulatory bodies in the Indian Banking and Financial System</p> <p>CO3: Examine the role of collecting banker in relation to cheques and demonstrate the usage of financial instruments</p> <p>CO4: Analyze the significant role of the players in the financial services sector to economic development of the nation</p> <p>CO5: Outline the latest trends in technology based banking Systems to enable understanding of new services (such as internet banking) and green banking</p>
CORE XXX	INSURANCE AND RISK MANAGEMENT	<p>CO1: Analyse the role and importance of insurance in the economic development and in global risk management</p> <p>CO2: Examine the financial aspects of insurance management and apply the principles in risk assessment to mitigate the chances of litigation.</p> <p>CO3: Appraise risk management, the role and functions of actuaries and understand the risk identification process.</p> <p>CO4: Analyse claims settlement through application of globally accepted insurance laws and regulations and assess the value of loss to life</p>



		and property CO5: Outline the Code of Ethics for Advertising issued by the Advertising Council of India and enable understanding of the offences in distortion of facts in advertising. Calculate tax benefits under life and general insurance schemes
CORE XXXI	RESEARCH METHODS (THEORY & PRACTICAL)	CO1: Analyse the process of undertaking social sciences research. CO2: Analyse research problem of local/national relevance and define the objectives of a research study. CO3: Propose a sampling design and frame a hypothesis capable of being tested. CO4: Outline the sources of data, methods of data collection and apply statistical tools for analysis of the data collected. CO5: Create a research report by interpreting the results of research.
CORE XXXII	PROJECT	CO1: Demonstrate the ability to initiate research and to formulate viable research questions CO2: Evaluate and synthesize research based and scholarly literature CO3: Integrate the capacity to design, conduct and report original research findings CO4: Present research findings and arguments in a structured manner. CO5: Generate research report through collaborative learning by working in teams



DEPARTMENT OF MANAGEMENT STUDIES

POST GRADUATE PROGRAMME

PROGRAMME NAME: M.B.A

PROGRAMME OUTCOMES (POs)

- PO1:** Exhibit requisite knowledge and skills to create effective leadership and enable the students to demonstrate progress in a global environment.
- PO2:** Derive Solutions for complex business problems through application of tools and techniques of modern management
- PO3:** Demonstrate ethical principles and commit to professional ethics and responsibilities for societal and environmental well being
- PO4:** Identify and resolve complex problems by functioning effectively as a dynamic leader to facilitate strategic decision making
- PO5:** Appraise business environment and strategies, devise and design solutions for the cause of sustainable development
- PO6:** Enhance entrepreneurial skills to identify business ideas to undertake independent ventures
- PO7:** Demonstrate ability to think innovatively and solve complex business challenges in changing environment in a social and global context
- PO8:** Apply research-based knowledge and business intelligence for making optimal business decision
- PO9:** Engage in lifelong learning to enhance knowledge of contemporary issues and encourage the zeal of self-learning

PROGRAMME SPECIFIC OUTCOMES (PSOs)

On completion of the M.B.A programme students will be able to

PSO1	Apply the knowledge of management sciences to optimally solve the complex business challenges to empower women.
PSO2	Present solutions to real-time business challenges through case analyses, projects and industrial interactions.
PSO3	Demonstrate the practice of professional ethics and standards for societal and environmental wellbeing
PSO4	Display integrated problem-solving competency and make a mark in the corporate world
PSO5	Exhibit leadership to understand and interpret national as well as international business environment with a rational approach, and to engage in lifelong learning

COURSE OUTCOMES (COs)

On completion of the course students will be able

COURSE COMPONENT	COURSE	COURSE OUTCOMES
CORE I	MANAGEMENT PRINCIPLES	<p>CO1: Examine the evolution of management thought principles and process of management in business scenario.</p> <p>CO2: Apply creativity in decision-making, leading to business success</p> <p>CO3: Analyse the need for organization structure and authority responsibility relationships</p> <p>CO4: Evaluate the techniques of coordination and control</p> <p>CO5: Demonstrate high standards of business communication</p>
CORE II	ACCOUNTS FOR BUSINESS DECISION MAKING	<p>CO1: Interpret income statement, balance sheet, fund and cash flow statements</p> <p>CO2: Apply tools of ratio analysis</p> <p>CO3: Examine a system of budgetary control preparing functional budgets</p> <p>CO4: Estimate cost and prepare cost sheet</p> <p>CO5: Propose break-even point and CVP analysis for a business</p>



CORE III	ORGANIZATIONAL BEHAVIOUR	CO1: Examine the foundations of individual behaviour CO2: Evaluate the theories of motivation CO3: Reconstruct the dynamics of group behaviour CO4: Appraise the theories of leadership CO5: Develop effective stress management techniques to cope with work-related stressors and understand the need for organisational change and culture
CORE IV	LEGAL FRAMEWORK OF BUSINESS	CO1: Examine the essential elements of a contract including contract of sale with real time case studies CO2: Comprehend the legal provisions relating to negotiable instruments CO3: Present an overview of labour laws CO4: Evaluate the rights and remedies available to a consumer CO5: Organise the legal formalities pertaining to formation, management and working of companies and partnerships
EDP I	MANAGERIAL ECONOMICS	CO1: Apply optimisation techniques useful in managerial decision making CO2: Integrate the knowledge of concepts in demand, cost and production functions with real time scenario CO3: Evaluate the market type based on competition for determination of price and output CO4: Test the economic effects of advertising CO5: Interpret the impact of macroeconomic parameters on business
CORE V	MANAGEMENT INFORMATION SYSTEMS	CO1: Examine the information needs, source and flows of a business CO2: Design a system of MIS CO3: Apply the principles of MIS in functional areas of business CO4: Outline the fundamental knowledge of computer systems CO5: Recommend the relevance of ERP in business houses



EDP II	ENTREPRENEURSHIP AND FAMILY BUSINESS MANAGEMENT	<p>CO1: Analyse the concepts fundamental to entrepreneurship</p> <p>CO2: Demonstrate the ability to conceive a business idea and undertake the formalities to setup a business</p> <p>CO3: Formulate a business plan</p> <p>CO4: Evaluate the methods of raising finance for a business venture</p> <p>CO5: Analyse the constitution and issues unique to family-owned businesses</p>
CORE VI	STRATEGIC MANAGEMENT	<p>CO1: Examine the basic concepts of strategic management</p> <p>CO2: Analyse the business environment to formulate strategy</p> <p>CO3: Propose the types of strategic alternatives available to a business</p> <p>CO4: Compare and implement the appropriate strategies</p> <p>CO5: Evaluate and control the strategic implementation process</p>
CORE VII	FINANCIAL MANAGEMENT	<p>CO1: Examine the finance function and its scope</p> <p>CO2: Manage the working capital decisions of the firm</p> <p>CO3: Investigate the sources and cost of long-term capital</p> <p>CO4: Compute the value of the firm under various dividend theories</p> <p>CO5: Outline the working of capital markets</p>
CORE VIII	PRODUCTION & OPERATIONS MANAGEMENT	<p>CO1: Outline the nature, scope and functions of production</p> <p>CO2: Design a production layout including capacity and location decisions</p> <p>CO3: Examine the factors of job design</p> <p>CO4: Apply inventory management techniques</p> <p>CO5: Compile the various quality control techniques</p>
CORE IX	HUMAN RESOURCE MANAGEMENT	<p>CO1: Examine the objectives and functions of HRM</p> <p>CO2: Outline manpower needs through HRP</p> <p>CO3: Design the recruitment, selection and induction processes for an organization</p> <p>CO4: Evaluate the various techniques of performance management and appraisal</p> <p>CO5: Administer a compensation management system</p>



CORE X	MARKETING MANAGEMENT	<p>CO1: Examine the elements of a marketing mix</p> <p>CO2: Conduct market research to understand consumer behaviour</p> <p>CO3: Determine the basis for segmentation and targeting</p> <p>CO4: Evaluate the pricing strategies and approaches</p> <p>CO5: Formulate a distribution channel and promotion strategy for a business</p>
CORE XI	QUANTITATIVE TECHNIQUES FOR MANAGEMENT	<p>CO1: Solve complex problems by integrating management principles with notion of probability and distribution theory to recognise the contexts in global level.</p> <p>CO2: Estimate correlation and regression to obtain the line of the best fit among the data points for business forecasting and financial analysis.</p> <p>CO3: Select appropriate statistical analysis tools and apply them in business environment to draw conclusions and develop decision making skills needed for employment/ entrepreneurship.</p> <p>CO4: Formulate practical situations into LPP models, solve them and implement techniques of transportation assignment problems to obtain feasible solutions.</p> <p>CO5: Explain the procedures of solving problems in sequencing models, game theory and replacement models and translate solutions into directives of action for future learning.</p>
CORE XII	PROJECT MANAGEMENT	<p>CO1: Outline the concepts of project management</p> <p>CO2: Select and formulate a project implementation plan</p> <p>CO3: Apply appraisal techniques to choose a feasible project</p> <p>CO4: Plan and schedule a project</p> <p>CO5: Formulate control and monitoring techniques used in project execution and administration</p>
CORE XIII	RESEARCH METHODOLOGY	<p>CO1: Evaluate how research basics relate to business decision making</p> <p>CO2: Formulate the appropriate research design</p> <p>CO3: Apply the optimal measurement and scaling techniques</p> <p>CO4: Analyse and interpret the quantitative data collected</p> <p>CO5: Integrate and present the results of the research</p>



ELECTIVE I	ADVERTISING AND SALES PROMOTION MANAGEMENT	<p>CO1: Examine the different types of advertisement and develop an advertisement copy</p> <p>CO2: Formulate media planning, selection and budgeting</p> <p>CO3: Implement an advertising plan with the support of advertisement agencies</p> <p>CO4: Outline the various dealer oriented and customer oriented promotion techniques</p> <p>CO5: Examine the effectiveness of advertising and sales promotion and the relevance of ethics in business</p>
ELECTIVE II	RETAIL MARKETING	<p>CO1: Examine the trends in the retail industry</p> <p>CO2: Interpret consumer behaviour and its implications for retail management</p> <p>CO3: Design store layout and merchandise handling</p> <p>CO4: Outline the elements of a retail mix</p> <p>CO5: Evaluate the future of retailing in the context of a global scenario</p>
ELECTIVE III	MARKET RESEARCH AND CONSUMER BEHAVIOUR	<p>CO1: Demonstrate understanding of the fundamentals of market research and consumer behaviour</p> <p>CO2: Examine the consumer decision-making process</p> <p>CO3: Outline the determinants of individual consumer behaviour</p> <p>CO4: Analyse the aspects of group consumer behaviour</p> <p>CO5: Apply the concepts of opinion leadership and diffusion to understand consumer behaviour</p>
ELECTIVE IV	TRAINING AND DEVELOPMENT	<p>CO1: Outline the need, types and significance of training</p> <p>CO2: Analyse the process of competency mapping and training need assessment</p> <p>CO3: Design a training calendar and implement a training programme</p> <p>CO4: Critically examine the effectiveness of training</p> <p>CO5: Identify the key areas of organisational training.</p>
ELECTIVE V	HUMAN RESOURCE DEVELOPMENT	<p>CO1: Examine the evolution of HRD globally</p> <p>CO2: Analyse the conceptual framework for enhancing human capacity</p> <p>CO3: Identify the importance of learning organisations</p> <p>CO4: Evaluate the various HRD practices.</p> <p>CO5: Develop OD interventions programmes.</p>



ELECTIVE VI	INDUSTRIAL AND LABOUR RELATIONS	<p>CO1: Examine the framework of industrial relations CO2: Outline the causes and machinery for resolution of industrial disputes CO3: Evaluate the changing landscape of labour relations CO4: Analyse the role and problems of trade unions CO5: Illustrate the meaning, scope and methods of collective bargaining</p>
ELECTIVE VII	MERCHANT BANKING AND FINANCIAL SERVICES	<p>CO1: Examine the recent developments and the functions of merchant banking CO2: Outline the various enactments governing merchant banking including SEBI, SERA etc. CO3: Evaluate issue management and marketing and will be in a position to formulate suitable marketing strategies for the organization. CO4: Analyse the concepts relating to Mergers and other financial services including leasing and hire purchase CO5: Demonstrate knowledge on various financial services including mutual funds, factoring and venture capital</p>
ELECTIVE VIII	SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT	<p>CO1: Examine security analysis in the context of investments CO2: Analyse the regulation of primary and secondary market CO3: Apply Portfolio analysis for investment preferences under varying policies of investors CO4: Outline the impact of economic factors on the value of the stock and discriminate the various charting techniques and patterns CO5: Illustrate an overview of derivatives</p>
ELECTIVE IX	INTERNATIONAL BUSINESS	<p>CO1: Examine the types of international business and the recent trends in foreign investments and global business climate CO2: Outline the concept of Balance of Payments and theories on trade investments. Design and plan for increasing the competitive capacity of any organization CO3: Analyse the functioning of WTO and the tariff barriers CO4: Critique the world financial environment. CO5: Demonstrate knowledge on global competitiveness, export management, joint venture technology and global competition</p>



ELECTIVE X	DATABASE MANAGEMENT SYSTEMS	CO1: Examine the fundamentals of data models CO2: Analyse query processing and concurrency management strategies CO3: Recognise and evaluate the basics of database design. CO4: Outline the various types of software CO5: Present an overview of database integrity and selection
ELECTIVE XI	SYSTEM ANALYSIS AND DESIGN	CO1: Examine the basics of system analysis and design. CO2: Appraise in detail structured analysis development strategies CO3: Develop design of input and control CO4: Outline the system implementation process CO5: Develop functional proto-type information system
ELECTIVE XII	E-TECHNOLOGY AND BUSINESS	CO1: Examine the basics of worldwide web and customer interface CO2: Analyse the principles and application of data warehousing in e commerce CO3: Develop a business model for the internet CO4: Evaluate the security and legal issues in e commerce CO5: Interpret the scenario of e-commerce in the Indian context
ELECTIVE XIII	HOTEL & TOURISM MANAGEMENT	CO1: Evaluate the potential of the hotel industry in India and globally. CO2: Outline hotel fundamentals CO3: Illustrate the different types of tourism CO4: Develop and price a tourism product CO5: Design a real-time project in the tourism industry
ELECTIVE XIV	HOSPITAL MANAGEMENT	CO1: Evaluate the history and organization of the health care sector in India CO2: Examine the activities in the operations of a hospital CO3: Outline the document and record maintenance in hospitals CO4: Critically analyse the rural healthcare scenario CO5: Develop a real-time project with the hospitality industry



ELECTIVE XV	SERVICE MARKETING	CO1: Examine the potential of services sector in India CO2: Apply the service marketing mix CO3: Analyse the strategic marketing management for services CO4: Develop a business model to ensure quality service delivery CO5: Design a real-time project with the service industry
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PROGRAMME NAME: M.A. HUMAN RESOURCE MANAGEMENT

PROGRAMME OUTCOMES (POs)

PO1: Exhibit requisite knowledge and skills to create effective leadership and enable the students to demonstrate progress in a global environment.

PO2: Derive Solutions for complex business problems through application of tools and techniques of modern management

PO3: Demonstrate ethical principles and commit to professional ethics and responsibilities for societal and environmental well being

PO4: Identify and resolve complex problems by functioning effectively as a dynamic leader to facilitate strategic decision making

PO5: Appraise business environment and strategies, devise and design solutions for the cause of sustainable development

PO6: Enhance entrepreneurial skills to identify business ideas to undertake independent ventures

PO7: Demonstrate ability to think innovatively and solve complex business challenges in changing environment in a social and global context

PO8: Apply research-based knowledge and business intelligence for making optimal business decision

PO9: Engage in lifelong learning to enhance knowledge of contemporary issues and encourage the zeal of self-learning

PROGRAMME SPECIFIC OUTCOMES (PSOs)

On completion of the M.A. Human Resource Management programme students will be able to

PSO1	Demonstrate integrated knowledge of human resource management concepts and evolve into strategic HR thought emphasizing women empowerment.
PSO2	Exhibit higher levels of competency and leadership in initiating and managing cross-cultural human interactions at work.
PSO3	Display Corporate readiness through Continuous Internship Opportunities that enhance employability and ethical conduct.
PSO4	Emerge as competent, confident and ethical HR professionals who will exceed industry expectations at the global level.

COURSE OUTCOMES (COs)

On completion of the course students will be able

COURSE COMPONENT	COURSE	COURSE OUTCOMES
CORE I	MANAGERIAL CONCEPTS AND BUSINESS ETHICS	<p>CO1: Evaluate the fundamental principles of management and the responsibilities of a professional manager</p> <p>CO2: Apply the principles of planning and decision making at the operational and strategic level</p> <p>CO3: Categorize organization structures, authority-responsibility flow and evaluate the need for control and coordination</p> <p>CO4: Demonstrate ethical decision making and leadership abilities</p> <p>CO5: Evaluate the significance of professional ethics and CSR in business sustainability</p>
CORE II	PERSONNEL MANAGEMENT	<p>CO1: Appraise the scope and relevance of Human Resource Management in an organization</p> <p>CO2: Design and implement judicious Human Resource plans and policies</p> <p>CO3: Develop an action plan for recruitment, selection and performance management</p> <p>CO4: Critically evaluate the various training techniques for Human Resource Development</p>



		<p>CO5: Analyse the significance of HR Accounting and auditing, HRIS and global HR practices</p>
CORE III	ORGANISATIONAL BEHAVIOUR	<p>CO1: Examine the foundations of individual behaviour CO2: Evaluate the theories of motivation CO3: Deconstruct the dynamics of group behavior CO4: Appraise the theories of leadership CO5: Develop effective stress management techniques to cope with work related stressors and understand the need for organizational change and culture</p>
CORE IV	LABOUR LEGISLATIONS	<p>CO1: Analyze the emergence, core principles and judicial back drop of Indian labour laws CO2: Classify and summarize the important provisions of the laws relating to working conditions of employees CO3: Demonstrate an understanding of the laws pertaining to industrial relations CO4: Apply the legal provisions relating to wages and remuneration for ensuring gender pay parity CO5: Evaluate the role of laws for employee welfare and social security in alignment with human values</p>
ELECTIVE I	ACCOUNTING FOR MANAGERS	<p>CO1: Prepare final accounts of a business CO2: Apply ratio analysis is to interpret the liquidity, solvency and financial health of a business CO3: Evaluate capital expenditure decisions and apply budgetary control CO4: Analyze the elements of cost with an in-depth understanding of labour costs CO5: Identify CVP relationships and break-even point for managerial decision making</p>
ELECTIVE II	WORK PSYCHOLOGY	<p>CO1: Examine the concepts of work psychology and its application in the workplace CO2: Identify human attributes and abilities that impact workplace behaviour CO3: Formulate assessment procedures to measure cognitive abilities and personality measurements CO4: Apply the psychological construct of</p>



		<p>organizational justice to demonstrate human values at work.</p> <p>CO5: Identify the role of attitudes, emotions and communication in building positive work place</p>
CORE V	PERFORMANCE MANAGEMENT SYSTEMS	<p>CO1: Outline the importance and characteristics of an ideal performance management system</p> <p>CO2: Design and implement performance management system for an organisation</p> <p>CO3: Set goals and formulate performance plans</p> <p>CO4: Examine the significance of mentoring, coaching and performance review</p> <p>CO5: Manage and reward team performance</p>
CORE VI	INDUSTRIAL RELATIONS AND LABOUR WELFARE	<p>CO1: Analyze the fundamental concepts of Industrial Relations</p> <p>CO2: Identify the causes of industrial disputes and suggest suitable machinery for resolution</p> <p>CO3: Evaluate the changing landscape of labour relations for industrial harmony</p> <p>CO4: Examine the role of trade unions for social equity</p> <p>CO5: Appraise the efficacy of collective bargaining in ensuring fair labour practices.</p>
CORE VII	COMPENSATION MANAGEMENT	<p>CO1: Deconstruct the components of compensation</p> <p>CO2: Examine the internal alignment of pay structure for equity</p> <p>CO3: Analyse the role of performance in pay and benefits</p> <p>CO4: Outline the nuances of compensating special groups</p> <p>CO5: Evaluate the wage system prevalent in India</p>
CORE VIII	TALENT MANAGEMENT	<p>CO1: Evaluate how the talent value chain relates to the importance of leveraging talent.</p> <p>CO2: Identify the elements and benefits of a TMS</p> <p>CO3: Design a model for talent and succession planning</p> <p>CO4: Estimate ROI of talent</p> <p>CO5: Analyse the tools for talent acquisition and career development</p>
CORE IX	WORKPLACE COUNSELING	<p>CO1: Categorize the process and schools of counseling</p> <p>CO2: Examine the history and models of work place counseling</p> <p>CO3: Design an integrated model for employee counseling</p>



		<p>CO4: Solve specific work place problems such as non-compliance, gender discrimination and substance abuse.</p> <p>CO5: Evaluate the significance of Industrial Counseling in enhancing employee performance</p>
ELECTIVE III	TOTAL QUALITY MANAGEMENT	<p>CO1: Analyze the fundamentals of quality</p> <p>CO2: Demonstrate the application of statistics in quality control</p> <p>CO3: Examine the use of sampling inspection and defect diagnosis</p> <p>CO4: Identify the recent trends and techniques in quality management.</p> <p>CO5: Evaluate the implications of ISO and environmental management in an organization</p>
ELECTIVE IV	ENTREPRENEURSHIP AND FAMILY BUSINESS MANAGEMENT	<p>CO1: Analyze the concepts fundamental to entrepreneurship</p> <p>CO2: Demonstrate the ability to conceive a business idea and undertake the formalities to setup a business</p> <p>CO3: Formulate a business plan</p> <p>CO4: Identify the methods of raising finance for a business venture</p> <p>CO5: Analyze the constitution and issues unique to family owned businesses</p>
CORE X	TRAINING AND DEVELOPMENT	<p>CO1: Outline the need, types and significance of training</p> <p>CO2: Analyse the process of competency mapping and training need assessment</p> <p>CO3: Design a training calendar and implement a training programme</p> <p>CO4: Critically examine the effectiveness of training</p> <p>CO5: Identify key areas of organizational training</p>
CORE XI	HUMAN RESOURCE DEVELOPMENT	<p>CO1: Examine the evolution of HRD globally.</p> <p>CO2: Analyze the conceptual framework for enhancing human capacity</p> <p>CO3: Identify the importance of learning organisations</p> <p>CO4: Evaluate the various HRD practices</p> <p>CO5: Develop OD intervention programmes</p>



CORE XII	RESEARCH METHODOLOGY	<p>CO1: Appraise how research basics relate to business decision making</p> <p>CO2: Formulate the appropriate research design</p> <p>CO3: Apply the optimal measurement and scaling techniques</p> <p>CO4: Analyse and interpret the quantitative data collected</p> <p>CO5: Integrate and present the results of the research</p>
CORE XIII	STRATEGIC HUMAN RESOURCE MANAGEMENT	<p>CO1: Evaluate the implications of HRM in developing organizational strategies</p> <p>CO2: Prepare a detailed job analysis to identify manpower gaps</p> <p>CO3: Examine the ethical implications in organizational restructuring and succession management</p> <p>CO4: Analyse the impact of mergers and acquisitions on HRP</p> <p>CO5: Critically evaluate the effectiveness of HR out sourcing and HR programmes and policies</p>
ELECTIVE V	CHANGE MANAGEMENT	<p>CO1: Examine the process and components of personal change for enhancing role efficacy</p> <p>CO2: Evaluate the models of organizational change</p> <p>CO3: Formulate and lead change through effective communication</p> <p>CO4: Examine the strategy for effecting cultural change in organizations</p> <p>CO5: Propose action for consolidating change</p>
EXTRA DISCIPLINARY ELECTIVE I	INTERNATIONAL HUMAN RESOURCE MANAGEMENT	<p>CO1: Evaluate international HRM models and its application in international business</p> <p>CO2: Identify the complexities in cross-border mergers and acquisitions</p> <p>CO3: Analyse the implications of staffing policy and other HR functions in the cross-cultural context</p> <p>CO4: Outline the significant role of industrial relations in global business</p> <p>CO5: Examine the innovative Japanese management practices and the HRM practices in Europe and USA</p>
EXTRA – DISCIPLINARY ELECTIVE II	HUMAN RESOURCE INFORMATION SYSTEMS	<p>CO1: Examine the types and strategic applications of information systems</p> <p>CO2: Indicate the need for HRIS and workforce analytics</p> <p>CO3: Analyze the data requirements and develop a human resource information system</p>



		CO4: Appraise the issues in the implementation of an information system CO5: Outline the concepts of HR Accounting and auditing
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DEPARTMENT OF MANAGEMENT STUDIES

UNDERGRADUATE PROGRAMME

PROGRAMME NAME: B.B.A.

PROGRAMME OUTCOMES (POs)

- PO1:** Demonstrate a strong conceptual foundation in the domain of management studies.
- PO2:** Engage in self-directed learning to acquire knowledge of contemporary and emerging management concepts.
- PO3:** Develop competencies to become lifelong learners through continual personal development.
- PO4:** Imbibe industry specific skills to remain competent in the realm of modern business.
- PO5:** Adapt to the ever changing dynamic global business environment.
- PO6:** Identify and utilize business opportunities and to create jobs in the ecosystem.
- PO7:** Reflect on the individual's role in the local community to become change makers.
- PO8:** Contribute to the society through socially responsible and culturally conscious practices.
- PO9:** Emerge as empowered women and thought leaders who contribute to nation building.

PROGRAMME SPECIFIC OUTCOMES (PSOs)

On completion of B.B.A programme students will be able to

PSO1	Display strong conceptual knowledge of management theories and practices
PSO2	Apply analytical and critical thinking competencies in operational and strategic business decision making
PSO3	Exhibit ethical and value based leadership skills and collaborative competencies to build a successful career in a Global Business Environment
PSO4	Identify and capitalise on emerging entrepreneurial opportunities in the local environment by establishing start-ups that will create jobs in the ecosystem.
PSO5	Demonstrate the highest level of professional competence and social responsibility as Women business leaders pioneering change, and contributing to India's economic development.

COURSE OUTCOMES (COs)

On completion of the course students will be able to

COURSE COMPONENT	COURSE	COURSE OUTCOMES
CORE I	FINANCIAL ACCOUNTING (THEORY & PRACTICAL)	<p>CO1: Formulate financial schedules through analysis and synthesis of information</p> <p>CO2: Evaluate the reasons for discrepancies between cash book and pass book and compute the interest receivable on investments made.</p> <p>CO3: Construct multi step income statements and classified balance sheets.</p> <p>CO4: Evaluate the surplus/deficit of Non-Profit Organizations and prepare its final statement of accounts.</p> <p>CO5: Compare and interpret the different methods of depreciation for various types of assets and estimate the insurance claim.</p>
CORE II	PRINCIPLES OF MANAGEMENT	<p>CO1: Examine the roles, skills, qualities and competencies required for a manager in a global context and integrate management principles into management practices</p>



		<p>CO2: Resolve managerial problems and propose solutions through systematic planning and decision making</p> <p>CO3: Categorize the various types, components and complexities of an organization's structure and analyse its impact on the manager</p> <p>CO4: Assess managerial practices and choices relative to staffing, motivation and alternative leadership styles to take ethical decisions that shall enable sustainable growth</p> <p>CO5: Examine the importance of coordination and outline the various methods of control available to the manager</p>
ALLIED I	<p>BUSINESS STATISTICS AND OPERATIONS RESEARCH</p> <p>(THEORY & PRACTICAL)</p>	<p>CO1: Estimate the measures of central tendency and dispersion and apply them in a global business environment to make meaningful predictions.</p> <p>CO2: Determine the degree of relationship using correlation and employ regression analysis in business forecasting.</p> <p>CO3: Estimate the expected duration of a project using CPM and PERT techniques.</p> <p>CO4: Select the appropriate strategies of game theory to obtain the optimal solution of problems in any competitive market (local / national / global)</p> <p>CO5: Solve sequencing problems to determine the minimum elapsed time for processing jobs on machines and choose the best course of action among available alternatives using decision making criteria.</p>
CORE III	<p>BUSINESS ENVIRONMENT</p>	<p>CO1: Evaluate the global and national environment to identify the various forces affecting business</p> <p>CO2: Analyze the political system and the socio-cultural setup of a country and its impact on business</p> <p>CO3: Examine the key indicators of economic growth and development in India</p> <p>CO4: Explain the role of financial participants in regulating business in the national context</p> <p>CO5: Discuss the Indian Taxation structure</p>



CORE IV	MARKETING MANAGEMENT	<p>CO1: Analyze the relevance of marketing terminologies, concepts, principles, theories, analytic techniques, and facts used in the global business environment for effective and ethical decision-making.</p> <p>CO2: Integrate Segmentation, targeting and positioning to create, capture, and deliver value to consumers through the application of universal consumer behaviour theories</p> <p>CO3: Formulate the product and price mix based on the business situation, management resolution and ethical solution to serve consumer needs.</p> <p>CO4: Develop a marketing plan to generate better sales and profits through cutting edge promotion techniques and unique distribution methods for business sustainability.</p> <p>CO5: Outline the innovative and digital tools to develop marketing strategies for the new age consumer</p>
ALLIED II	MANAGERIAL ECONOMICS	<p>CO1: Examine the different economic concepts in decision making and compare the different theories of the firm.</p> <p>CO2: Critically evaluate the concept of consumer equilibrium in cardinal and ordinal utility analysis, demand and supply</p> <p>CO3: Compare and contrast the short run and long run production function and cost functions and analyse economies and diseconomies of scale.</p> <p>CO4: Evaluate the market type based on competition for determination of price and output</p> <p>CO5: Analyse the factors that cause risk and uncertainty in business.</p>
CORE V	ORGANISATIONAL BEHAVIOUR	<p>CO1: Explain the concept of organisational behaviour and factors affecting individual behavior in a workplace that promote gender sensitivity and inclusiveness.</p> <p>CO2: Analyse the determinants of individual behavior in work place.</p> <p>CO3: Examine the process of group formation and evaluate the causes of conflict and techniques of resolution.</p> <p>CO4: Outline the theories of motivation and leadership in different organisational situations to achieve desired behavioural change and sustained growth</p> <p>CO5: Evaluate the importance of organisational culture and climate in overall organizational</p>



		development and effectiveness.
CORE VI	COST AND MANAGEMENT ACCOUNTING (THEORY & PRACTICAL)	<p>CO1: Formulate a cost sheet by identifying the various elements of cost and propose suitable selling price.</p> <p>CO2: Compute the direct costs of materials labour and apply principles of apportionment of overheads.</p> <p>CO3: Dissect corporate financial statements and apply tools of analysis on them.</p> <p>CO4: Draw up fund and cash flow statements as per the accounting standards in vogue for that period</p> <p>CO5: Apply marginal costing in business decision making and prepare budgets in all functional areas of business</p>
CORE VII	ENTREPRENEURSHIP DEVELOPMENT AND SMALL BUSINESS MANAGEMENT	<p>CO1: Examine the significance of entrepreneurship and the role of entrepreneurs in the economic growth of India</p> <p>CO2: Outline and analyse the opportunities and constraints in developing Global Business Ideas</p> <p>CO3: Summarize the steps involved in setting up a Business</p> <p>CO4: Evaluate the concept and issues of family business management and women entrepreneurship</p> <p>CO5: Prepare a B-Plan and formulate a detailed process for implementation</p>
ALLIED III	DATA MANAGEMENT AND ANALYSIS USING SPREADSHEETS	<p>CO1: Create, use and modify styles and templates in spread sheets</p> <p>CO2: Select & apply appropriate functions and formulae used in managing data</p> <p>CO3: Generate consolidated data sheet through application of multiple functions like filter and sorting.</p> <p>CO4: Create Pivot table and depict data using charts</p> <p>CO5: Evaluate the possible outcomes through the usage of 'what if' analysis</p>
ELECTIVE I (CHOICE BASED ELECTIVE)	DIGITAL MARKETING	<p>CO1: Examine and investigate the universal applications of various digital marketing and social media marketing tools for personal branding.</p> <p>CO2: Examine the relevance of advanced application of Search Engine Optimization and develop appropriate content and blog posts for increasing audience engagement through content marketing.</p> <p>CO3: Evaluate the role of social media in business.</p>



		<p>CO4: Appraise the strength of social media tools to drive sales, generate leads and aggregate audience interaction.</p> <p>CO5: Measure and evaluate the effectiveness of digital marketing campaigns using analytics reports for ethical decision-making.</p> <p>CO6: Integrate best practices to create and design digitally relevant and socially acceptable digital media campaigns.</p>
ELECTIVE I (CHOICE BASED ELECTIVE)	CHANGE AND INNOVATION MANAGEMENT	<p>CO1: Evaluate the forces and types of change and describe the models of change.</p> <p>CO2: Analyse the causes of resistance to change and draw up strategy for implementing change.</p> <p>CO3: Examine the components of organisational culture and its role in change management.</p> <p>CO4: Explain the importance of innovation and describe the framework of innovation management processes</p> <p>CO5: Apply the principles of innovation management in organizations</p>
ELECTIVE I	CONSUMER PSYCHOLOGY	<p>CO1: Evaluate the various models of consumer behavior and resultant benefits to the consumer</p> <p>CO2: Examine the process of consumer decision making</p> <p>CO3: Analyse and understand the shopping process</p> <p>CO4: Determine customer satisfaction and consequences of post purchase behavior.</p> <p>CO5: Explain the relationship of individual behavioural traits on purchase behaviour</p>
CORE VIII	RESEARCH METHODS (THEORY & PRACTICAL)	<p>CO1: Analyse the process of undertaking social sciences research.</p> <p>CO2: Analyse research problem of Local / National relevance and define the objectives of a research study</p> <p>CO3: Propose a sampling design and frame a hypothesis capable of being tested.</p> <p>CO4: Outline the sources of data, methods of data collection and apply the statistical tools for analysis of data collected</p> <p>CO5: Create a research report by interpreting the results of research</p>
CORE IX	PERSONNEL MANAGEMENT AND INDUSTRIAL RELATIONS	<p>CO1: Explain the functions of HRM and evaluate the importance of HR Planning</p> <p>CO2: Discuss the process of recruitment and examine the techniques of training</p> <p>CO3: Design a performance appraisal process and understand its implications on components of</p>



		<p>remuneration</p> <p>CO4: Evaluate the role of workers' participation in management considering inclusivity and gender sensitization</p> <p>CO5: Interpret the key provisions of labour legislations applicable to Indian Business Organisations</p>
CORE X	FINANCIAL MANAGEMENT	<p>CO1: Explain the goals and objectives of Financial Management and critically evaluate the complex role of a financial manager for economic sustenance of the enterprise.</p> <p>CO2: Compute cost of capital and analyse its impact on capital structure decisions for a business.</p> <p>CO3: Discuss dividend theories and evaluate the factors influencing dividend policies.</p> <p>CO4: Recommend decisions regarding capital budgeting and financial management, through appropriate application of Capital Budgeting techniques.</p> <p>CO5: Discuss the concept of operating cycle and estimate the working capital needs of an organization.</p>
ALLIED IV	QUANTITATIVE APTITUDE	<p>CO1: Estimate percentage, ratio and proportion in day to day life to meet local needs.</p> <p>CO2: Determine the solution of challenging problems related to time -work, time - distance and speed -distance.</p> <p>CO3: Estimate profit/loss, simple interest/compound interest and apply it in real life situations.</p> <p>CO4: Analyse and interpret data and derive meaningful conclusions in global business environment.</p> <p>CO5: Demonstrate logical reasoning, analytical and critical thinking skills needed to compete in professional / competitive examinations.</p>
ELECTIVE II (INTER DISCIPLINARY ELECTIVE)	EFFECTIVE LEADERSHIP- THINKING AND WORKING SMARTER	<p>CO1: Discuss multiple approaches and styles of leadership.</p> <p>CO2: Explain the leadership process and critical skills to be demonstrated in leadership behaviour</p> <p>CO3: Apply principles of time management, communication, delegation and motivation for effective leadership.</p> <p>CO4: Design a personal development plan</p> <p>CO5: Evaluate techniques of idea generation for participative leadership and team building.</p>
ELECTIVE II (INTER	NEW BUSINESS DEVELOPMENT	<p>CO1: Identify opportunities and evaluate techniques for generating ideas for new business</p> <p>CO2: Apply the fundamentals of accounting and</p>



DISCIPLINARY ELECTIVE)		<p>financial planning for a new business</p> <p>CO3: Design marketing strategies based on consumer research</p> <p>CO4: Evaluate brand building and growth strategies for a new business</p> <p>CO5: Discuss the significance of ethics, CSR and sustainability practices in start-ups</p> <p>CO6: Prepare a project report for implementation.</p>
CORE XI	ADVERTISING AND BRAND MANAGEMENT	<p>CO1: Examine the functions of advertising and evaluate its socio-economic impact on the society.</p> <p>CO2: Plan an ad campaign including drawing up of an ad budget and selection of media</p> <p>CO3: Create an ad copy and design the layout of an advertisement in different media</p> <p>CO4: Examine the role of brands in the marketing initiatives of an organization</p> <p>CO5: Evaluate the factors that build International and Global brands of repute</p>
CORE XII	BUSINESS POLICY AND STRATEGIC MANAGEMENT	<p>CO1: Evaluate the significance of mission, vision and objectives in strategic and corporate planning</p> <p>CO2: Survey the local, national and global environment to identify forces affecting business</p> <p>CO3: Deconstruct the techniques used for internal analysis of industry</p> <p>CO4: Examine the strategic alternatives available to a business</p> <p>CO5: Determine the ideal strategy for implementation and design a process for evaluation and control</p>
CORE XIII	BUSINESS REGULATORY FRAMEWORK	<p>CO1: Explain the elements of a valid Contract and the legal provisions pertaining to special contracts under the Indian Contract Act 1872.</p> <p>CO2: Discuss the provisions pertaining to contracts of sale of goods under the Sale of Goods Act 1930</p> <p>CO3: Examine the salient provisions of the Indian Companies Act 2013 with respect to formation and management of Joint stock companies</p> <p>CO4: Compare and contrast the features of different negotiable instruments</p> <p>CO5: Discuss the procedure for registration of IPRs in India</p>
CORE XIV	INTRODUCTION TO E-COMMERCE	<p>CO1: Examine the significance of E-Commerce in a globalised business environment</p> <p>CO2: Evaluate the provisions of the IT Act 2000 with respect to security and prevention of cyber crimes</p> <p>CO3: Develop strategies to create an effective web presence that transcends national boundaries</p>



		<p>CO4: Evaluate the role of logistics and support activities in E-commerce</p> <p>CO5: Appraise the ethical and legal aspects of E-Commerce transactions</p> <p>CO6: Evaluate the global scenario prevalent in E-commerce to trace the growth potential of this sector</p>
ELECTIVE III	TAX AND INVESTMENT PLANNING	<p>CO1: Explain investment fundamentals like Asset Classes, Risk, Return and Portfolio concepts</p> <p>CO2: Elaborate on the investment decision process</p> <p>CO3: Examine the regulatory role of various agencies in the Indian financial system</p> <p>CO4: Outline the process of tax computation and apply the various tax planning techniques available to individuals in India</p> <p>CO5: Evaluate various techniques for retirement planning, risk management through insurance and estate management</p>
CORE XV	OPERATIONS MANAGEMENT	<p>CO1: Compare and contrast the concepts of operations and production management</p> <p>CO2: Elaborate on the process of product design and illustrate the stages and tools applicable for design and development</p> <p>CO3: Identify and evaluate the factors influencing the choice of plant location and layout</p> <p>CO4: Examine the relevance of various activities pertaining to production planning and control</p> <p>CO5: Deconstruct the techniques of work study and measurement</p>
CORE XVI	RETAIL MARKETING	<p>CO1: Examine the Indian retail sector, the various retail formats and career opportunities in the local and national markets</p> <p>CO2: Evaluate strategies applicable for growth of retail business including franchising</p> <p>CO3: Examine the elements of store design and investigate the factors that determine store location selection, tenant mix and trade areas</p> <p>CO4: Evaluate the role of merchandising and pricing in retail</p> <p>CO5: Outline the retail supply chain activities and its significance in the success of a retail outlet</p> <p>CO6: Analyse the significance of emerging trends in global retailing</p>
CORE XVII	INTERNATIONAL TRADE	<p>CO1: Examine the features, relevance, need and theories of international trade in the emerging globalised business environment.</p>



		<p>CO2: Evaluate the impact of the international payment structure on an organization's international business opportunities.</p> <p>CO3: Investigate the global business environment in terms of free trade policies, quotas, tariffs and exchange control.</p> <p>CO4: Analyze the impact of statutory and regulatory compliance laid down by various international organizations on the international movement of goods and service.</p> <p>CO5: Examine and assess India's foreign trade composition and policies keeping India Vision 2030 in mind</p>
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DEPARTMENT OF INFORMATION TECHNOLOGY

POST GRADUATE PROGRAMME

PROGRAMME NAME: M.SC. INFORMATION TECHNOLOGY

PROGRAM OUTCOMES (POs)

- PO1:** Build core competence in various subjects of Computer Science and engage in futuristic learning.
- PO2:** Demonstrate knowledge of basic concepts, principles and applications of various domains.
- PO3:** Identify and analyse problems using appropriate tools and techniques to arrive at viable solutions.
- PO4:** Demonstrate the ability to manage time and resources.
- PO5:** Extend and evolve as a self-reliant individual as well as to be a successful team leader.
- PO6:** Exhibit professional ethics and responsibilities.
- PO7:** Apply design and development principles to implement globally sustainable software solutions.
- PO8:** Integrate legal, security and social responsibilities for professional computing.
- PO9:** Analyse research problems and use appropriate methodologies to provide solutions.

PROGRAMME SPECIFIC OUTCOMES (PSOs)

On completion of the M.Sc. Information Technology programme students will be able to

PSO1	Apply current technical concepts in the core information domains.
PSO2	Develop optimal solutions to complex computing problems and enable women to adapt to continuous change in the programming environments thereby enriching integrated problem solving techniques
PSO3	Formulate skill sets for data analysis and knowledge management for enterprise based applications to impart collaboration competency.
PSO4	Design real time projects with open source technologies and assess them using software testing tools.

COURSE OUTCOMES (COs)

On completion of the course students will be able

COURSE COMPONENT	COURSE NAME	COURSE OUTCOMES
CORE I	DISTRIBUTED OPERATING SYSTEMS	<p>CO1: Classify the different distributed Systems and estimate the challenges involved in design and architecture.</p> <p>CO2: Examine and integrate deadlock detection algorithms in distributed systems.</p> <p>CO3: Apply and evaluate various process allocation techniques and use scheduling algorithms in real time distributed systems.</p> <p>CO4: Implement and test a distributed file system for global applications.</p> <p>CO5: Design and evaluate various memory management techniques.</p>
CORE II	ADVANCED DATABASE MANAGEMENT SYSTEMS	<p>CO1: Construct the query processing and optimizations techniques for designing a database.</p> <p>CO2: Estimate the transaction processing and database recovery methods for suitable applications.</p> <p>CO3: Select the apt logical database design to fit into software applications globally.</p> <p>CO4: Propose concurrency and recovery control for parallel and distributed systems.</p>



	(THEORY & PRACTICAL)	CO5: Apply, analyse and integrate the knowledge of SQL queries into a real time project.
CORE III	DATA STRUCTURE AND ALGORITHMS	<p>CO1: Examine and create relevant data structure applications for real-world challenges.</p> <p>CO2: Demonstrate and evaluate tree and graph traversal algorithms.</p> <p>CO3: Evaluate various balanced binary search trees.</p> <p>CO4: Develop analytical and problem solving skills to write efficient programs using appropriate data structures and algorithms.</p> <p>CO5: Apply and evaluate appropriate algorithm design strategies for specified problems.</p>
CORE IV	JAVA TECHNOLOGIES (THEORY & PRACTICAL)	<p>CO1: Identify and design classes, objects, members of a class and relationships among them needed for a specific problem.</p> <p>CO2: Design reusable programs using the concepts of interfaces, packages, Multithreading and inter-process communication.</p> <p>CO3: Apply the concepts of Strings and Collections Interface to develop efficient and error free codes.</p> <p>CO4: Develop internet-based dynamic applications using the concept of Applets or Swings.</p> <p>CO5: Design event driven Graphical User Interface and web related applications in adherence to real world scenarios using appropriate layouts and controls in AWT.</p>
CORE V	PYTHON PROGRAMMING	<p>CO1: Create programs to demonstrate the procedural control flow in python.</p> <p>CO2: Design and apply the various data structures provided by the python library.</p> <p>CO3: Develop and implement the various inheritance techniques.</p> <p>CO4: Construct and test real-world applications using OOPS concepts.</p> <p>CO5: Design Web applications using databases and become a web developer in the global job market.</p>
ELECTIVE I	OBJECT ORIENTED SYSTEMS DEVELOPMENT (THEORY & PRACTICAL)	<p>CO1: Discuss and analyse the object oriented system development life cycle.</p> <p>CO2: Integrate and compile the application of Unified Modeling Language (UML) towards analysis and design.</p> <p>CO3: Construct and organise object-oriented methods for analysis.</p>



		<p>CO4: Formulate and apply various design techniques for object oriented software systems.</p> <p>CO5: Develop and manage quality assurance measures and metrics to build quality software.</p>
CORE VI	SHELL PROGRAMMING (THEORY & PRACTICAL)	<p>CO1: Explain the architecture and value the features of LINUX Operating System.</p> <p>CO2: Select various process commands and give its usage.</p> <p>CO3: Identify and support the various roles and responsibilities of System Administrator.</p> <p>CO4: Implement various shell scripts and gain skills to develop solutions for current needs.</p> <p>CO5: Synthesize regular expressions for pattern matching and apply them to produce various filters for a specific task.</p>
CORE VII	ADVANCED JAVA TECHNOLOGIES	<p>CO1: Discuss Multi-tier architecture and select design patterns of J2EE.</p> <p>CO2: Create and implement embedded SQL queries in software applications for real time projects.</p> <p>CO3: Construct and Test J2EE components using Java Servlets and Java Server Pages, for web based applications to become globally employable.</p> <p>CO4: Develop a procedure to invoke remote objects using RMI Technology for real time software applications.</p> <p>CO5: Design, examine and publish the web services over the Internet.</p>
CORE VIII	CRYPTOGRAPHY AND NETWORK SECURITY	<p>CO1: Interpret the components, tools and techniques of communication systems.</p> <p>CO2: Demonstrate and distinguish the TCP/IP and OSI models with merits and demerits.</p> <p>CO3: Assess the different cryptographic algorithms.</p> <p>CO4: Identify and investigate vulnerabilities and security threats and mechanisms to counter them.</p> <p>CO5: Evaluate various network security applications, IPsec, Firewall, IDS, Web Security, Email Security and Malicious software.</p>



CORE IX	J2EE - PRACTICAL	<p>CO1: Evaluate and Illustrate Software applications using embedded SQL queries.</p> <p>CO2: Create and Analyse J2EE Components using Servlets, JSP and XML for web based applications.</p> <p>CO3: Select and apply cookies using JSP and Java Servlets on dynamic web applications.</p> <p>CO4: Integrate the software design applications to invoke remote objects globally using RMI Technology.</p> <p>CO5: Construct and examine the web applications using HTTP references.</p>
ELECTIVE II	DATA MINING USING R (THEORY & PRACTICAL)	<p>CO1: Integrate the importance of data mining in the field of analysis.</p> <p>CO2: Select the input to implement unsupervised clustering algorithms globally in various applications.</p> <p>CO3: Develop the appropriate classification algorithm on real time datasets to know the better model suited.</p> <p>CO4: Integrate and organise the implementation of Data Mining concepts using R.</p> <p>CO5: Develop appropriate statistical reports and visualization using R.</p>
ELECTIVE III	SOFTWARE PROJECT MANAGEMENT AND QUALITY ASSURANCE	<p>CO1: Analyse and interpret IT related crisis using project management techniques.</p> <p>CO2: Organise, manage and assess the phases of projects.</p> <p>CO3: Design and construct strategies to calculate risk factors involved in IT projects.</p> <p>CO4: Analyse and summarise the quality management processes and prepare a software quality plan for a software project.</p> <p>CO5: Combine and categorise the principles of defect prevention for software automation.</p>
CORE X	RUBY ON RAILS PROGRAMMING	<p>CO1: Create applications with classes, blocks and modules.</p> <p>CO2: Develop Code Using exception handling concepts.</p> <p>CO3: Construct and Test applications using object oriented concepts.</p> <p>CO4: Design, test, and deploy basic web applications with Ruby on Rails (RoR) for the current needs.</p> <p>CO5: Construct an advanced project using MySQL, Ruby and RoR frameworks and become expertise in providing development services for any mission-critical software project.</p>



CORE XI	CLOUD TECHNOLOGIES	<p>CO1: Compare and integrate Parallel with Distributed Cloud Computing concepts.</p> <p>CO2: Classify and combine the different Cloud service and deployment models.</p> <p>CO3: Discuss and summarise the importance of virtualization and multithreading with respect to Aneka Cloud.</p> <p>CO4: Manage and Solve Map Reduce techniques in Aneka Cloud platform.</p> <p>CO5: Distinguish, formulate and categorize the different cloud computing platforms, services and Applications.</p>
CORE XII	C# AND .NET (THEORY & PRACTICAL)	<p>CO1: Demonstrate and apply the features of C# to create basic C# scripts.</p> <p>CO2: Implement classes, polymorphism and inheritance concepts in C# language and design applications using inheritance and polymorphism.</p> <p>CO3: Design and test applications using interfaces, delegates and events.</p> <p>CO4: Construct and test a web form with server controls and display dynamic data from a data source using Microsoft ADO.NET and become globally employable.</p> <p>CO5: Invent and implement fully functional real time energy efficient web and windows applications by improving environment and sustainability practices.</p>
CORE XIII	CYBER SECURITY AND COMPUTER FORENSICS	<p>CO1: Discriminate between the various types of cybercrime.</p> <p>CO2: Evaluate the threats involved in different devices.</p> <p>CO3: Rewrite the information security needs of an organization.</p> <p>CO4: Recommend the various security tools and methods used in cyber-attacks.</p> <p>CO5: Evaluate the essential concepts and terminologies involved in Cyber Forensics.</p>
CORE XIV	MINI PROJECT	<p>CO1: Identify the local requirement specification for the real world problem.</p> <p>CO2: Design required databases and select the front end and backend software for application development.</p> <p>CO3: Construct application interfaces, modules and events of the specified project.</p> <p>CO4: Apply various testing tools to the project.</p> <p>CO5: Assess the application for maintenance.</p>



ELECTIVE IV	SOFTWARE TESTING (THEORY & PRACTICAL)	<p>CO1: Discriminate between the various types and techniques of software testing.</p> <p>CO2: Analyse and recommend the black box and white box testing strategies in real applications.</p> <p>CO3: Demonstrate and integrate the software test process elements for a Project.</p> <p>CO4: Design test cases, test scripts and defect reports for applications.</p> <p>CO5: Recommend and compare software testing methods with open-source tools.</p>
ELECTIVE V	OPTIMIZATION TECHNIQUES	<p>CO1: Select and apply appropriate techniques in linear programming to solve problems.</p> <p>CO2: Formulate and solve Transportation and Assignment problems using optimal strategies.</p> <p>CO3: Generate appropriate order for sequencing jobs to obtain optimized output.</p> <p>CO4: Evaluate each possible course of action and select the best among them.</p> <p>CO5: Estimate the probability of completing the project within a specified time.</p>
ELECTIVE VI	HYPertext PREPROCESSOR- PRACTICAL	<p>CO1: Develop projects based on real time applications which imparts employability skills nationally.</p> <p>CO2: Propose HTML forms Integrated with PHP tags to create Dynamic web applications.</p> <p>CO3: Design and implement applications using Object oriented concepts and graphics.</p> <p>CO4: Make web-based applications using cookies and sessions.</p> <p>CO5: Integrate data from MySQL database with PHP to generate connectivity for global based web applications.</p>
ELECTIVE VII	MYSQL- PRACTICAL	<p>CO1: Construct and examine applications using Java and JSP with MySQL database to become globally employable.</p> <p>CO2: Invent and Implement applications using C and C++ as front end and MySQL as back end.</p> <p>CO3: Make and test web applications with ASP.NET, PHP and Visual Basic.</p> <p>CO4: Design and Demonstrate Java Servlet based web application for improving business and environment sustainability practices.</p> <p>CO5: Develop and Analyse applications using R and Python by extracting data from MySQL.</p>



MAJOR PROJECT	MAJOR PROJECT	<p>CO1: Design and analyse the global requirement specifications for developing the real-world applications specified by the organization.</p> <p>CO2: Design and implement required back-end databases and the software for front end application development to develop energy efficient web application.</p> <p>CO3: Invent and construct application interfaces, modules and events of the specified project to enhance the sustainability of the project.</p> <p>CO4: Classify and evaluate various testing tools to the project.</p> <p>CO5: Implement and test the project.</p>
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DEPARTMENT OF INFORMATION TECHNOLOGY

UNDERGRADUATE PROGRAMME

PROGRAMME OUTCOMES (POs)

- PO1:** Apply mathematical foundations and computer science theory in the modeling and design of software systems.
- PO2:** Gain the knowledge of writing algorithms, designing, implementing and testing applications for various domains.
- PO3:** Apply conceptual knowledge for complex computing problems and arrive at a solution based on user requirements.
- PO4:** Provide analytical skills necessary for arriving at solutions to socio economic problems.
- PO5:** Integrate the concepts of networks and security issues in the required fields.
- PO6:** Inculcate emerging techniques pertinent to industrial requirements that uphold women student empowerment.
- PO7:** Work in multi-disciplinary teams to develop interpersonal skills and project management techniques.
- PO8:** Contribute novel ideas to build the nation through research publications.
- PO9:** Imply ethical principles in building safe and secure systems being a responsible citizen.

PROGRAMME NAME: B.SC COMPUTER SCIENCE

Under Graduate Programme in Science with specialisation in Computer Science

PROGRAMME SPECIFIC OUTCOMES (PSOs)

On completion of B.Sc Computer Science programme students will be able to

PSO1	Recall the basic concepts on computation and optimisation to enrich integrated problem-solving skills and imbibe global competencies.
PSO2	Demonstrate the nuances of programming skills to enhance critical thinking.
PSO3	Design Web based applications and Enterprise Management based applications to inculcate system modelling.
PSO4	Create Knowledge Management Models with open source tools to improve collaboration competency among women, nationally.
PSO5	Develop quality software by using robust algorithms and appropriate design principles to build scalable and sustainable systems.

COURSE OUTCOMES (COs)

On completion of the course students will be able to

COURSE COMPONENT	COURSE	COURSE OUTCOMES
CORE I	PROGRAMMING IN C (THEORY & PRACTICAL)	CO1: Develop logical sequence for a problem and write programs to solve it. CO2: Formulate the concepts of Array in Programming. CO3: Construct C program with functions and structures to enhance code reusability. CO4: Recommend the concept of files and pointers to access data. CO5: Integrate graphical tools and functions to produce animated graphical images.
CORE II	DIGITAL LOGIC FUNDAMENTALS	CO1: Distinguish and perform the conversion among different number systems and codes.



	(THEORY & PRACTICAL)	<p>CO2: Design and evaluate the most simplified digital electronic circuit within the realm of economic, performance, efficiency, user friendly and environmental constraints using various mapping and logical tools.</p> <p>CO3: Design and test synchronous counters and sequential circuit applications using flip flop and registers.</p> <p>CO4: Propose the design for a given application using combinational circuits.</p> <p>CO5: Evaluate the design principles & implementation techniques of basic computer components.</p>
ALLIED I	STATISTICS USING R (THEORY & PRACTICAL)	<p>CO1: Evaluate the averages and represent statistical data graphically.</p> <p>CO2: Estimate the relationship between any two variables.</p> <p>CO3: Present statistical inferences by using hypothetical testing.</p> <p>CO4: Generate automated solutions for statistical functions using R programs.</p> <p>CO5: Develop meaningful conclusions for projects of global importance through data analysis using R.</p>
CORE III	DATABASE MANAGEMENT SYSTEMS (THEORY & PRACTICAL)	<p>CO1: Identify and distinguish the various DBMS architectures, models, components and their functions.</p> <p>CO2: Design and create optimized queries with relational algebra and non-procedural query languages.</p> <p>CO3: Design and recommend Database tables and administer the data locally using SQL and PL/SQL.</p> <p>CO4: Analyze and create tables using various normalisation techniques for real time applications, applying integrity and security policies on databases.</p> <p>CO5: Classify database system architectures, network types and organise, maintain and retrieve data effectively.</p>
CORE IV	COMPUTER ARCHITECTURE AND MICROPROCESSOR (THEORY & PRACTICAL)	<p>CO1: Distinguish the design of the various functional units and components of computers.</p> <p>CO2: Relate and Evaluate memory hierarchy design, memory access time formula, performance improvement techniques and trade-offs to contemporary memory organisations and its impact on computer cost/performance globally.</p> <p>CO3: Distinguish the elements of modern instruction sets design and their impact on processor design.</p>



		<p>CO4: Evaluate different architectures of the Control unit and its implication on processor performance and design.</p> <p>CO5: Examine the architecture and operation of typical microprocessors and Implement Assembly language programs.</p>
ALLIED II	DISCRETE MATHEMATICS FOR COMPUTER SCIENCE	<p>CO1: Analyse a sentence and construct its symbolic form in terms of statements and logical connectives.</p> <p>CO2: Evaluate using various normal forms and give conclusions about the premises using rules of inference.</p> <p>CO3: Formulate and Solve problems using predicate logic.</p> <p>CO4: Construct appropriate graphs and trees to describe, visualize and simplify situations.</p> <p>CO5: Solve problems using different traversal techniques and make appropriate design decisions based on application data requirements.</p>
NON MAJOR ELECTIVE I	PUBLISHING SOFTWARE I (PRACTICAL)	<p>CO1: Develop and implement applications using templates.</p> <p>CO2: Create client based publications using publication wizard.</p> <p>CO3: Construct applications using master and child pages in the customized publication.</p> <p>CO4: Create business card from template using publishing tools.</p> <p>CO5: Design letter head similar to blueprints for advertising models.</p>
NON MAJOR ELECTIVE II	PUBLISHING SOFTWARE II (PRACTICAL)	<p>CO1: Create greeting cards using template in publisher.</p> <p>CO2: Develop mail template using mail merge concepts.</p> <p>CO3: Design customized brochure for advertising models.</p> <p>CO4: Construct applications based on the organization's requirement to impart employability skills.</p> <p>CO5: Integrate Publisher with other softwares to extract data from various resources.</p>
CORE V	PROGRAMMING IN C++ AND DATA STRUCTURES (THEORY & PRACTICAL)	<p>CO1: Demonstrate Object Oriented Programming concepts and generate application for the current needs.</p> <p>CO2: Design and Implement programs for Classes, Inheritance and Polymorphism.</p> <p>CO3: Construct code using files and manipulate the various data structures in global applications.</p>



		<p>CO4: Create applications using Stack, Queue and Linked list.</p> <p>CO5: Examine and Develop applications in trees and graphs.</p>
ALLIED III	RESOURCE MANAGEMENT TECHNIQUES	<p>CO1: Select suitable models to solve problems efficiently with limited resources.</p> <p>CO2: Formulate and solve Transportation and Assignment problems using appropriate methods.</p> <p>CO3: Estimate and calculate the significant impact of job sequencing.</p> <p>CO4: Generate strategic alternatives which take into account the actions of opponents.</p> <p>CO5: Organize Project activities using CPM and PERT models to construct optimized scheduling.</p>
ELECTIVE I	HYPertext PREPROCESSOR AND MYSQL (PRACTICAL)	<p>CO1: Create HTML forms integrated with PHP tags to develop Dynamic web applications.</p> <p>CO2: Recommend the usage of constraints and controls in web applications.</p> <p>CO3: Construct interactive PHP forms using functions.</p> <p>CO4: Integrate PHP with MySQL to develop web based applications.</p> <p>CO5: Develop real time projects to enhance employability skills nationally.</p>
CORE VI	DESIGN AND ANALYSIS OF ALGORITHM WITH PYTHON (THEORY & PRACTICAL)	<p>CO1: Examine and evaluate various searching and sorting algorithms.</p> <p>CO2: Generate solutions for a given problem using greedy algorithm design strategy.</p> <p>CO3: Construct graphs to model engineering problems and evaluate them at global levels.</p> <p>CO4: Demonstrate and estimate the efficiency of Backtracking and Branch-and-Bound strategy.</p> <p>CO5: Make use of appropriate algorithm design strategies for specified problems and implement it using Python that shall be beneficial globally.</p>
ALLIED IV	MATHEMATICS FOR COMPUTER SCIENCE (THEORY & PRACTICAL)	<p>CO1: Construct Matrices and perform various operations on them.</p> <p>CO2: Compare and contrast the Crisp, Fuzzy sets and evaluate fuzzy sets using fuzzy operations.</p> <p>CO3: Develop a fuzzy inference model for a real time Application.</p> <p>CO4: Select appropriate encryption and decryption techniques to encode and decode data for use at national and international levels.</p> <p>CO5: Evaluate cryptographic algorithms through the integration of mathematical concepts and distinguish the symmetric and asymmetric keys.</p>



<p>ELECTIVE II (INTER DISCIPLINARY ELECTIVE)</p>	<p>WEB DESIGN USING OPEN SOURCE TECHNOLOGY</p>	<p>CO1: Design a webpage by applying links, anchors, tables and images. CO2: Create a website by implementing multimedia clips, clip arts, style sheets and animated images. CO3: Recommend design themes for web pages and apply proficiency in website development. CO4: Develop a fully functional website by using open source technologies and become globally employable. CO5: Construct sustainable and optimized websites.</p>
<p>CORE VII</p>	<p>OPERATING SYSTEMS WITH UNIX (THEORY & PRACTICAL)</p>	<p>CO1: Identify the Operating System concepts, components and services and evaluate the performance of various scheduling algorithms and allocation policies. CO2: Examine various process synchronization problems and construct its solutions for sustainable growth and development. CO3: Illustrate memory management and value the various memory allocation techniques in the Operating System. CO4: Discriminate various page replacement policies for files. CO5: Identify various I/O System interfaces and create shell scripts in various shells applying security policies.</p>
<p>CORE VIII</p>	<p>JAVA AND JSP PROGRAMMING (THEORY & PRACTICAL)</p>	<p>CO1: Design and Implement core concepts in java applications. CO2: Evaluate the core concepts of Java Standard Edition to develop creative and logical thinking. CO3: Construct JDBC- ODBC connection between Java with SQL Database which imparts global exposure. CO4: Create and integrate Enterprise edition of Java with Servlet Programming. CO5: Creating JSP based Projects towards enhancing employability exposure in web-based application.</p>
<p>CORE IX</p>	<p>DATA COMMUNICATION AND COMPUTER NETWORKS</p>	<p>CO1: Differentiate the TCP/IP and OSI Reference model in implementation factors. CO2: Analyse and distinguish the data link layer services and protocols. CO3: Analyse Internetworking principles. CO4: Evaluate the significance of Transport and Application layer protocols. CO5: Analyse and assess the fundamental operation and design issues of wireless communication systems.</p>



CORE X	<p>DATA MINING AND DATA WAREHOUSING</p> <p>(THEORY & PRACTICAL)</p>	<p>CO1: Describe and recommend data pre-processing techniques for improving data quality of a dataset.</p> <p>CO2: Analyze & apply various data mining algorithms by following professional ethics in data collection methods and estimate the accuracy of the algorithm results.</p> <p>CO3: Implement various mining algorithms with an open source tool to Visualize, interpret and Evaluate various knowledge patterns and develop presentation and research skills.</p> <p>CO4: Select and apply suitable algorithms for data analysis to infer and interpret the real time datasets to become globally employable.</p> <p>CO5: Discuss and categorize different data mining applications and create various data warehouse design views.</p>
ELECTIVE III	SOFTWARE TESTING	<p>CO1: Design an appropriate software test process locally for a software Project.</p> <p>CO2: Develop test strategies and formulate test cases, prioritize and execute them.</p> <p>CO3: Integrate software problems and defects efficiently using parameterisation.</p> <p>CO4: Apply checkpoints to applications while testing.</p> <p>CO5: Plan and recommend testing for web applications and databases.</p>
CORE XI	<p>WEB TECHNOLOGY</p> <p>(THEORY & PRACTICAL)</p>	<p>CO1: Construct an interactive web form using concepts learnt in JavaScript.</p> <p>CO2: Create a dynamic web page using JavaScript's Object Model.</p> <p>CO3: Develop ASP.NET web form using server controls.</p> <p>CO4: Recommend ASP.NET web applications development using rich controls to improve business and sustainability practices.</p> <p>CO5: Integrate OLEDB Concepts in developing ASP.NET web applications and web services that have universal applications.</p>
CORE XII	DIGITAL FORENSICS	<p>CO1: Evaluate the concepts of forensics and Cybercrimes.</p> <p>CO2: Analyse and evaluate the evidence for Digital crimes and to follow the procedures ethically.</p> <p>CO3: Visualize and manage Trojans, viruses and worms attack in the Digital evidence and to protect them.</p> <p>CO4: Apply and test various forensic tools for crime related cases.</p>



		CO5: Integrate the concept of mobile and Cloud Computing with Digital Forensics.
CORE XIII	INTERNET OF THINGS	<p>CO1: Select appropriate framework to apply key technologies and protocols at different layers.</p> <p>CO2: Develop an IOT based model using appropriate design principles.</p> <p>CO3: Identify and integrate appropriate sensors into real-time applications.</p> <p>CO4: Construct and test a working IoT system involving prototyping and programming.</p> <p>CO5: Analyse, apply and integrate the concepts related to cloud computing and data analytics in a typical IoT system.</p>
CORE XIV	AGILE SOFTWARE ENGINEERING AND DEVELOPMENT (THEORY & PRACTICAL)	<p>CO1: Apply and formulate the principles and practices of software engineering and development.</p> <p>CO2: Compile and manage the use of software process models effectively.</p> <p>CO3: Create and categorise efficient, reliable and cost-effective software solutions.</p> <p>CO4: Integrate and demonstrate appropriate agile planning principles for software development.</p> <p>CO5: Plan and construct software according to global SQA standards.</p>
CORE XV	CLOUD COMPUTING	<p>CO1: Discriminate the Service models, Deployment models and services offered by various Cloud Service Providers.</p> <p>CO2: Estimate the economics of outsourcing infrastructure services globally using cloud-provisioning, migration and scheduling.</p> <p>CO3: Construct Map Reduce models to process data in cloud servers.</p> <p>CO4: Recommend the open standards for cloud security.</p> <p>CO5: Express the secured Cloud environment integrated with Privacy principles and regulations.</p>

PROGRAMME NAME: B.C.A

Under Graduate Programme in Computer Applications

PROGRAMME SPECIFIC OUTCOMES (PSOs)

On completion of B.C.A programme students will be able to

PSO1	Develop programming logic and build eco-friendly software projects that transform the nation into a digitally empowered unit.
PSO2	Strengthen exposure in emerging technologies to develop applications that help women students acquire employability skills and sustain on their own.
PSO3	Facilitate students with mathematical and analytical skills to do analytics for any domain at global level.
PSO4	Empower students to publish research articles in international journals that help them to contribute novel ideas towards socio-economic growth.
PSO5	Identify and practice coding standards and ethics in building safe and secure computing systems for betterment of the society.

COURSE OUTCOMES (COs)

On completion of the course students will be able to

COURSE COMPONENT	COURSE	COURSE OUTCOMES
CORE I	PROGRAMMING IN C (THEORY & PRACTICAL)	CO1: Develop logical sequence for a problem and write programs to solve it. CO2: Formulate the concepts of Array in programming CO3: Construct C program with functions and structures to enhance code reusability. CO4: Recommend the concept of files and pointers to access data CO5: Integrate graphical tools and functions to produce animated graphical images
CORE II	BASICS OF DIGITAL LOGICS AND	CO1: Estimate base values using number conversions and assemble various logic gates.



	COMPUTER ARCHITECTURE (THEORY & PRACTICAL)	<p>CO2: Construct K-Map and simplify Boolean functions</p> <p>CO3: Design and implement sequential and combinational circuits.</p> <p>CO4: Identify and distinguish the role of each component in a microcomputer organization.</p> <p>CO5: Develop Assembly language programming in 8085 microprocessors.</p>
ALLIED I	STATISTICS USING R (THEORY & PRACTICAL)	<p>CO1: Evaluate the averages and represent statistical data graphically.</p> <p>CO2: Estimate the relationship between any two variables.</p> <p>CO3: Present statistical inferences by using hypothetical testing.</p> <p>CO4: Generate automated solutions for statistical functions using R programs.</p> <p>CO5: Develop meaningful conclusions for projects of global importance through data analysis using R.</p>
CORE III	DATABASE MANAGEMENT SYSTEMS (THEORY & PRACTICAL)	<p>CO1: Identify and distinguish the various DBMS architectures, models, components and their functions.</p> <p>CO2: Design and create optimized queries with relational algebra and non-procedural query languages.</p> <p>CO3: Design and recommend database tables and administer the data locally using SQL and PL/SQL.</p> <p>CO4: Analyze and create tables using various normalization techniques for real-time applications applying integrity and security policies on databases.</p> <p>CO5: Classify database system architectures, network types and organize, maintain and retrieve data effectively.</p>
CORE IV	DATA STRUCTURES	<p>CO1: Analyze the complexity of algorithms using asymptotic notation and discuss ordered lists.</p> <p>CO2: Develop applications for linear and nonlinear data structures like lists, trees and graphs.</p> <p>CO3: Discriminate various tree traversal algorithms.</p> <p>CO4: Identify the shortest paths in graphs.</p> <p>CO5: Evaluate different sorting and searching techniques.</p>
ALLIED II	MATHEMATICS FOR COMPUTER APPLICATIONS	<p>CO1: Test and solve lattices and Boolean Algebra.</p> <p>CO2: Analyze the applications using Mathematical logic and Boolean algebra.</p> <p>CO3: Estimate self-evaluating series using recurrence relations.</p>



		<p>CO4: Evaluate the accuracy of common numerical methods.</p> <p>CO5: Generate decoded data using coding theory.</p>
NON MAJOR ELECTIVE I	IMAGE MANIPULATION USING OPEN SOURCE TOOL - I	<p>CO1: Process the images using open sources tool.</p> <p>CO2: Create logos using GIMP.</p> <p>CO3: Create interactive POSTERS.</p> <p>CO4: Integrate graphic designing.</p> <p>CO5: Create poster designing.</p>
NON MAJOR ELECTIVE II	IMAGE MANIPULATION USING OPEN SOURCE TOOL - II	<p>CO1: Create the advertisements using GIMP.</p> <p>CO2: Create embroidered patch for LOGOS.</p> <p>CO3: Create edit photo enhancement Designing.</p> <p>CO4: Create interactive smoke effect images.</p> <p>CO5: Integrate graphic designing.</p>
CORE V	PROGRAMMING IN JAVA (THEORY & PRACTICAL)	<p>CO1: Recommend Object-Oriented Programming principles in java for developing java code.</p> <p>CO2: Integrate Packages, Interface, Exception Handling & Threading concepts to develop software.</p> <p>CO3: Design java applications using input - output streams classes and java utilities.</p> <p>CO4: Integrate java networking concept in software development.</p> <p>CO5: Construct and Design GUI based web applications using Graphics and applets Classes.</p>
CORE VI	OPERATING SYSTEMS WITH UNIX (THEORY & PRACTICAL)	<p>CO1: Identify the Operating System concepts, components and services and evaluate the performance of various scheduling algorithms and allocation policies.</p> <p>CO2: Examine various process synchronization problems and construct its solutions for sustainable growth and development</p> <p>CO3: Illustrate memory management and value the various memory allocation techniques in the Operating System</p> <p>CO4: Discriminate various page replacement policies for files.</p> <p>CO5: Identify various I/O System interfaces and create shell scripts in various shells applying security policies</p>
CORE VII	RESOURCE MANAGEMENT TECHNIQUES	<p>CO1: Select suitable models to solve problems efficiently with limited resources.</p> <p>CO2: Formulate and solve Transportation and Assignment problems using appropriate methods.</p> <p>CO3: Estimate and calculate the significant impact of job sequencing.</p> <p>CO4: Generate strategic alternatives which take into account the actions of opponents.</p>



		<p>CO5: Organize project activities using CPM and PERT models to construct optimized scheduling.</p>
ALLIED III	<p>FUNDAMENTALS OF FINANCIAL ACCOUNTING (THEORY & PRACTICAL)</p>	<p>CO1: Examine the basic concepts of financial accounting and develop the skill of recording financial transactions. CO2: Construct Profit and loss account and Balance sheet of a sole trading concern CO3: Analyze different types of errors and examine the reasons for discrepancy between cash book and passbook. CO4: Evaluate the different methods of depreciation CO5: Examine the different types of shares issued by a company and outline the accounting treatment for forfeiture and reissue of shares under various situations.</p>
ELECTIVE I	<p>HYPertext PREPROCESSOR AND MYSQL</p>	<p>CO1: Create HTML forms integrated with PHP tags to develop Dynamic web applications. CO2: Recommend the usage of constraints and controls in web applications. CO3: Construct interactive PHP forms using functions. CO4: Integrate PHP with MySQL to develop web-based applications. CO5: Develop real time projects to enhance employability skills nationally.</p>
CORE VIII	<p>SOFTWARE ENGINEERING WITH UML (THEORY & PRACTICAL)</p>	<p>CO1: Define software engineering terminologies and recommend the appropriate software lifecycle models to real time project development. CO2: Analyze software requirement and construct software requirement specification for a given project. CO3: Design software projects using UML tools. CO4: Evaluate the software metrics for real time projects. CO5: Develop, test and maintain software systems that behave reliably and efficiently.</p>
CORE IX	<p>DATA MINING</p>	<p>CO1: Integrate data mining concepts and select data set for relevant problems. CO2: Evaluate datasets for its application on classification methods. CO3: Apply association rule mining on transaction datasets and evaluate association rules. CO4: Explain the various clustering methods and discriminate them into hierarchical and partitional clustering CO5: Recommend the different types of mining and its applications on various domains.</p>



CORE X	PROGRAMMING IN PYTHON (THEORY & PRACTICAL)	<p>CO1: Distinguish the salient features of python language and develop simple programs using different data types and looping constructs.</p> <p>CO2: Compare and recommend the various function types in python and create simple applications using concepts like functions, packages and modules.</p> <p>CO3: Illustrate the concepts of files and develop simple applications using built-in file functions and regular expressions</p> <p>CO4: Design and create applications using object oriented programming concepts</p> <p>CO5: Combine Database, GUI and CGI concepts to build real time applications.</p>
ALLIED IV	FUNDAMENTALS OF COST AND MANAGEMENT ACCOUNTING (THEORY & PRACTICAL)	<p>CO1: Categorize the elements of cost and prepare cost sheet with tenders and quotations and distinguish between Financial Accounting, Cost Accounting and Management Accounting</p> <p>CO2: Construct Funds flow and Cash flow statements</p> <p>CO3: Calculate and evaluate the financial performance of ratio analysis and use accounting information in managerial decisions.</p> <p>CO4: Examine the concept of break-even point, Margin of safety and their application in various business decisions.</p> <p>CO5: Construct different types of budgets and justify the need for developing appropriate budgets in an organization.</p>
ELECTIVE II (INTER DISCIPLINARY ELECTIVE)	WEB PROGRAMMING USING ADVANCED HTML	<p>CO1: Develop basic HTML programs.</p> <p>CO2: Create logos and images using SVG</p> <p>CO3: Create interactive webpages.</p> <p>CO4: Integrate audio video documents to webpage</p> <p>CO5: Create dynamic websites.</p>
CORE XI	BUSINESS INTELLIGENCE (THEORY & PRACTICAL)	<p>CO1: Integrate Business Intelligence (BI) methodology and concepts and plan different types of analytics.</p> <p>CO2: Propose real time data warehousing for global superstore.</p> <p>CO3: Recommend sentiment analysis for a social problem at National level.</p> <p>CO4: Combine big data related technologies like Hadoop, Map reduce and NoSQL and recommend stream analytics for National stock exchange</p> <p>CO5: Plan Location based analytics for an Organization</p>



CORE XII	DATA COMMUNICATION AND COMPUTER NETWORKS	<p>CO1: Differentiate the TCP/IP and OSI Reference model in implementation factors.</p> <p>CO2: Analyse and distinguish the data link layer services and protocol.</p> <p>CO3: Analyse Internetworking principles.</p> <p>CO4: Evaluate the significance of Transport and Application layer protocols.</p> <p>CO5: Analyse and Assess the fundamental operation and design issues of wireless communication systems.</p>
CORE XIII	ARTIFICIAL INTELLIGENCE	<p>CO1: Design and analyse the problem solving methods using Artificial Intelligence.</p> <p>CO2: Construct the knowledge representation approaches and describe Symbolic Reasoning.</p> <p>CO3: Evaluate statistical techniques.</p> <p>CO4: Develop game programming and demonstrate Natural Language Processing.</p> <p>CO5: Integrate the concepts of fuzzy logic.</p>
CORE XIV	XML AND ITS APPLICATIONS (THEORY & PRACTICAL)	<p>CO1: Integrate XML standards and create well-formed documents.</p> <p>CO2: Develop XML style-sheets, schemas and XSL.</p> <p>CO3: Design XML interface with Java, ASP.NET and other web services.</p> <p>CO4: Evaluate the various protocols used for secure and safe e-commerce transactions.</p> <p>CO5: Recommend secure e-payments and their opportunities and limitations in e-commerce.</p>
ELECTIVE III	SOFTWARE TESTING	<p>CO1: Design an appropriate software test process locally for a software Project.</p> <p>CO2: Develop test strategies and formulate test cases, prioritize and execute them.</p> <p>CO3: Integrate software problems and defects efficiently using parameterization.</p> <p>CO4: Apply checkpoints to applications while testing.</p> <p>CO5: Plan and recommend testing for web applications and databases.</p>
CORE XV	WEB TECHNOLOGY (THEORY & PRACTICAL)	<p>CO1: Construct an interactive web form using Concepts learnt in Java Script.</p> <p>CO2: Create dynamic web page using JavaScript's object model</p> <p>CO3: Develop asp.net web form using server controls</p> <p>CO4: Recommend ASP.NET web applications development using rich controls to improve Business and sustainability practices.</p>



		<p>CO5: Integrate OLEDB concepts in developing ASP.NET web applications and web services that have universal applications.</p>
CORE XVI	CLOUD COMPUTING	<p>CO1: Discriminate the Service models, Deployment models and services offered by various Cloud Service Providers.</p> <p>CO2: Estimate the economics of outsourcing infrastructure services globally using cloud-provisioning, migration, scheduling.</p> <p>CO3: Construct map reduce models to process data in cloud servers.</p> <p>CO4: Recommend the open standards for cloud Security.</p> <p>CO5: Express the secured Cloud environment integrated with Privacy principles and regulations.</p>
CORE XVII	<p>ADVANCED JAVA PROGRAMMING</p> <p>(THEORY & PRACTICAL)</p>	<p>CO1: Discuss the importance of advanced java programming and construct enterprise level applications using advanced Java techniques.</p> <p>CO2: Integrate JDBC concepts in developing database applications using SQL</p> <p>CO3: Design dynamic web pages using servlet.</p> <p>CO4: Create dynamic web pages using servlet and JSP.</p> <p>CO5: Develop enterprise applications using AJAX.</p>
CORE XVIII	CYBER SECURITY	<p>CO1: Discriminate the various types of cybercrime and cyber criminals</p> <p>CO2: Examine the various threats involved in different devices</p> <p>CO3: Evaluate the computer network and information security needs of an organization</p> <p>CO4: Recommend cyber forensics methods to adequately protect an organization's critical information and assets.</p> <p>CO5: Propose various security risk management policies in large and small industries</p>



DEPARTMENT OF MATHEMATICS

UNDERGRADUATE PROGRAMME

PROGRAMME NAME: B.SC MATHEMATICS

PROGRAMME OUTCOMES (POs)

- PO1:** Demonstrate an understanding of the basic concepts in mathematics and attain profound expertise in the discipline.
- PO2:** Integrate domain specific knowledge with appropriate techniques, essential for pursuing higher studies/research.
- PO3:** Develop analytical skills to analyze problems, formulate hypothesis, evaluate and validate results, and draw reasonable conclusions.
- PO4:** Enhance student's overall development and equip them with mathematical modelling abilities, problem solving skills, creative talent and power of communication necessary for employment.
- PO5:** Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.
- PO6:** Inculcate innovative skills, team work, ethical practices among students so as to meet societal expectations.
- PO7:** Apply mathematical and computing knowledge to solve problems relating to social/environmental issues within local, regional and global context.
- PO8:** Function effectively as an individual and as a member or a leader in diverse teams and in multidisciplinary settings.
- PO9:** Develop competent women professionals in mathematics and related disciplines at national/global level.

PROGRAMME SPECIFIC OUTCOMES (PSOs)

On completion of B.Sc Mathematics programme students will be able to

PSO1	Demonstrate an understanding of the fundamental concepts of mathematics that are adaptable to changing technologies which will provide a solid foundation for future learning.
PSO2	Integrate domain specific knowledge with appropriate computational techniques, essential for pursuing higher studies and research.
PSO3	Identify, formulate, analyse and implement mathematical modelling to predict the effect of environmental changes and contribute to sustainable development.
PSO4	Apply analytical, critical, logical, problem solving skills and innovative technical tools to solve real-life problems in diversified fields.
PSO5	Develop proficiency in core principles, programming skills, gain knowledge in finance & insurance and imbibe ethical values to become competent women professionals in related disciplines at national/global level.

COURSE OUTCOMES (COs)

On completion of the course students will be able to

COURSE COMPONENT	COURSE	COURSE OUTCOMES
CORE I	ALGEBRA & TRIGONOMETRY	<p>CO1: Estimate the roots of algebraic equations of higher degree and apply them to solve problems in local/global environment.</p> <p>CO2: Classify the series as binomial, exponential, logarithmic series and hence find the sum to infinity.</p> <p>CO3: Determine eigen values and eigen vectors of square matrices and implement them in fields of engineering & data science.</p> <p>CO4: Construct trigonometric functions $\sin n\theta$, $\cos n\theta$, in powers of $\sin\theta$ and $\cos\theta$.</p> <p>CO5: Select appropriate identities to solve problems on hyperbolic & inverse hyperbolic functions and obtain the principal / general value of logarithm of complex quantities.</p>



CORE II	DIFFERENTIAL CALCULUS	<p>CO1: Determine the nth derivative, obtain the desired results using Leibnitz theorem and apply partial derivatives & Jacobians in diversified fields.</p> <p>CO2: Evaluate the critical points of $f(x,y)$ and apply Lagrange's multipliers method to obtain the maximum/minimum value of $f(x,y,z)$.</p> <p>CO3: Explain the concepts of polar coordinates find angle between the radius vector and tangent and deduce the pedal equation.</p> <p>CO4: Determine radius of curvature, centre of curvature, evolute and realize their significance in global context.</p> <p>CO5: Construct equations of asymptotes for algebraic curves and apply them in relevant fields.</p>
ALLIED I	C PROGRAMMING (THEORY & PRACTICAL)	<p>CO1: Build a C program utilizing the fundamental concepts of C language.</p> <p>CO2: Develop programming skills using input/output operations, branching and looping needed for employment.</p> <p>CO3: Analyse the different types of arrays and employ them in program coding.</p> <p>CO4: Explain the concepts of character arrays, strings and employ them in C coding.</p> <p>CO5: Analyse user defined functions, synchronize mathematical knowledge with coding skills and develop error debugging & testing skills to compete in a global environment.</p>
CORE III	INTEGRAL CALCULUS & FOURIER SERIES	<p>CO1: Choose suitable methods of integration, implement integration by parts and Bernoulli's formula to evaluate integrals.</p> <p>CO2: Explain the properties of definite integrals, apply them appropriately to solve problems and deduce reduction formulae.</p> <p>CO3: Estimate improper integrals using beta and gamma functions and develop skills for future learning.</p> <p>CO4: Evaluate the area of surfaces/volume of solids using double and triple integrals.</p> <p>CO5: Determine Fourier series for periodic functions and recognize its significance in</p>



		applied sciences globally.
CORE IV	DIFFERENTIAL EQUATIONS & APPLICATIONS	<p>CO1: Select the appropriate procedures to solve linear, Bernoulli, first order but of higher degree differential equations.</p> <p>CO2: Determine the solution of second order differential equations with constant and variable coefficients.</p> <p>CO3: Formulate a partial differential equation by eliminating the arbitrary constants and functions.</p> <p>CO4: Evaluate first order partial differential equations using appropriate methods in real time problems globally.</p> <p>CO5: Analyse and determine the solution of differential equations for oscillations of spring & oscillatory electric circuits.</p>
ALLIED II	COMPUTER ORIENTED NUMERICAL METHODS (THEORY & PRACTICAL)	<p>CO1: Explain the relationship between difference operators and apply Newton's forward/backward/central interpolation formulae in forecasting of population census data nationally/globally.</p> <p>CO2: Implement Lagrange's and divided difference formulae for interpolating data with unequal intervals pertaining to any physical environment.</p> <p>CO3: Determine the derivatives of a function using techniques of numerical differentiation wherever routine methods are not applicable.</p> <p>CO4: Evaluate approximate value of a definite integral using Trapezoidal and Simpson's formulae.</p> <p>CO5: Estimate the roots of algebraic and transcendental equations using iterative procedure.</p>
CORE V	VECTOR ANALYSIS & CO-ORDINATE GEOMETRY OF 3 DIMENSIONS	<p>CO1: Interpret divergence and curl of a vector field and apply the concept of gradient to solve problems which involves normal vectors.</p> <p>CO2: Evaluate line, surface, volume integrals using vector integration and develop higher learning skills.</p>



		<p>CO3: Analyze the concepts of planes and interpret its significance in engineering sciences.</p> <p>CO4: Determine the shortest distance between two parallel/ skew lines and check the conditions for a plane and a straight line to be parallel/perpendicular.</p> <p>CO5: Analyse the concepts of spheres/orthogonal spheres and apply them in local environment.</p>
ALLIED III	<p>MATHEMATICAL STATISTICS</p> <p>(THEORY & PRACTICAL)</p>	<p>CO1: Determine the mean and variance of discrete and continuous random variables of a probability distribution.</p> <p>CO2: Explain the characteristics of standard distributions and employ them to solve problems in local/national/global environment.</p> <p>CO3: Measure the degree of relationship between two random variables using correlation and predict their linear relationship using regression analysis.</p> <p>CO4: Select appropriate statistical tools to analyse data in real time / survey based projects and derive inferences.</p> <p>CO5: Test the impact of one or more factors in environmental changes that contribute to sustainable development by employing the principles of ANOVA.</p>
ELECTIVE I	<p>FINANCIAL MATHEMATICS</p>	<p>CO1: Determine the accumulated value, discounted value for fractional interest periods.</p> <p>CO2: Estimate the due dates for payment of various transactions and investments pertaining to local/global needs.</p> <p>CO3: Evaluate accumulated value, discounted value and find the term of an annuity.</p> <p>CO4: Explain the concepts of amortization, apply it in refinancing a loan and develop skills needed for employment in banking/finance sector.</p> <p>CO5: Estimate the capital cost of an asset and prepare a depreciation schedule.</p>



CORE VI	MECHANICS	<p>CO1: Determine the resultant of two/three forces acting at a point, moment of force and prove Varignon's theorem.</p> <p>CO2: Estimate the mass centers of homogenous bodies using integration.</p> <p>CO3: Explain the principles of kinematics and obtain various results pertaining to rectilinear motion with constant acceleration / varying force.</p> <p>CO4: Explain the terminology of a projectile motion and use it to formulate and solve related problems in a global environment.</p> <p>CO5: Determine the moment of inertia of simple symmetric rigid bodies.</p>
ALLIED IV	MATHEMATICS FOR LIFE INSURANCE	<p>CO1: Analyze the death rate and risk associated with the individuals who have recently purchased life insurance policy and estimate premiums for policy using Ultimate and Aggregate tables.</p> <p>CO2: Recommend the appropriate Assurance plans for an event that is certain to happen and develop skills to compute premiums needed for employment in an insurance sector.</p> <p>CO3: Choose the suitable type of life annuities and compute the premium.</p> <p>CO4: Select the premium beneficial to the policy holder by illustrating the calculation of natural premium and level annual premiums for various assurance plans.</p> <p>CO5: Estimate office annual premium with and without bonus loading in premium rates.</p>
ELECTIVE II (INTER DISCIPLINARY ELECTIVE)	FUNCTIONAL MATHEMATICS	<p>CO1: Apply the principles of arithmetic progression, geometric progression, permutation and combination in circumstances pertaining to local environment and obtain the desired solutions.</p> <p>CO2: Select the appropriate algebraic techniques to solve problems on percentages, ages/numbers, ratio & proportion.</p> <p>CO3: Estimate profit/loss, simple interest/compound interest in business world scenario.</p>



		<p>CO4: Evaluate problems on time-work, time-distance & speed –distance and develop problem solving skills needed for employment.</p> <p>CO5: Interpret data using analytical ability and enhance verbal reasoning skills needed to compete in professional / competitive examinations nationally/globally.</p>
CORE VII	MODERN ALGEBRA	<p>CO1: Analyse the fundamental concepts of groups, prove related theorems and recognize its relevance in modern mathematics and global contexts.</p> <p>CO2: Explain homomorphism, isomorphism between groups and prove Cayley’s theorem.</p> <p>CO3: Prove the theorems on ring theory and solve related problems.</p> <p>CO4: Test for linear independency/dependency in finite dimensional vector spaces, prove related theorems and develop higher thinking skills for future learning.</p> <p>CO5: Construct an orthonormal set as a basis for a finite dimensional vector space.</p>
CORE VIII	REAL ANALYSIS	<p>CO1: Analyse the concepts of bounded, convergent, divergent, Cauchy sequences and prove related theorems.</p> <p>CO2: Examine the absolute/conditional convergence of series using appropriate tests and prove theorems.</p> <p>CO3: Investigate the limit of a function on a real line using the concepts of limits.</p> <p>CO4: Prove theorems based on the concepts of metric spaces, complete and compact metric spaces and extend it to higher learning/research.</p> <p>CO5: Prove fundamental theorem of calculus and results pertaining to derivatives using the concepts of Riemann integral.</p>
CORE IX	NUMBER THEORY & CRYPTOGRAPHY	<p>CO1: Determine the sum/ number of divisors of an integer, Highest Power of prime number p contained in $n!$ and solve problems using properties of congruence modulo n.</p> <p>CO2: Prove Fermat’s and Wilson’s theorems</p>



		<p>and solve related problems.</p> <p>CO3: Implement security mechanisms and cipher techniques to encrypt and decrypt a message and develop skills to compete globally.</p> <p>CO4: Determine the solution of simultaneous congruence equations using Chinese remainder theorem.</p> <p>CO5: Explain the RSA cryptosystem and apply it in digital data security.</p>
CORE X	DISCRETE MATHEMATICS	<p>CO1: Determine the solution of recurrence relations by employing generating function techniques.</p> <p>CO2: Prove logical implications using truth tables.</p> <p>CO3: Analyse posets, lattices, complemented, distributive lattice and prove related results.</p> <p>CO4: Simplify Boolean functions using the properties of Boolean algebra and incorporate Boolean logic in switching theory globally.</p> <p>CO5: Explain group code, Hamming code and develop skills to select appropriate error control codes in suitable situations needed for employment in the field of information technology.</p>
ELECTIVE III	FUZZY MATHEMATICS	<p>CO1: Apply the concepts of fuzzy sets, their properties, operations on fuzzy sets and extend it to the normalization of fuzzy sets</p> <p>CO2: Prove α –cut decomposition theorem and perform fuzzification of a fuzzy set using related concepts.</p> <p>CO3: Analyze various levels and types of fuzzy sets and apply them for pursuing higher studies and research.</p> <p>CO4: Determine the image of the Cartesian product of two fuzzy sets using max-min composition of two fuzzy sets.</p> <p>CO5: Recommend the application of fuzzy sets, fuzzy logic in the fields of medicine and management decision making globally.</p>



CORE XI	INTEGRAL TRANSFORMS & APPLICATIONS	<p>CO1: Explain the properties of Laplace transforms, obtain the Laplace transform of elementary functions and evaluate integrals.</p> <p>CO2: Determine the solution of first and second order linear differential equations using Laplace transform techniques.</p> <p>CO3: Prove the properties of Fourier transform and solve integral equations.</p> <p>CO4: Evaluate Fourier sine/cosine transforms for a given function and find its inverse for a function of one variable.</p> <p>CO5: Determine the solution of one dimensional wave/heat equation and recognize its significance in national/global environment.</p>
CORE XII	COMPLEX ANALYSIS	<p>CO1: Prove Cauchy- Riemann equations and construct analytic functions.</p> <p>CO2: Determine the image of any closed region from z-plane to w-plane under the given transformation.</p> <p>CO3: Prove Cauchy's integral formulae and solve problems in complex integration.</p> <p>CO4: Determine Taylor series or Laurent series of an analytic function in a given region.</p> <p>CO5: Evaluate complex contour integration using Cauchy's Residue Theorem and extend it to learn advanced concepts for higher studies.</p>
CORE XIII	OPTIMISATION TECHNIQUES	<p>CO1: Formulate real life situations into a linear programming problem, analyze and obtain the optimal solution.</p> <p>CO2: Select the appropriate transportation/ assignment techniques and obtain the optimum solution in allocation of resources/jobs.</p> <p>CO3: Determine the minimum total elapsed time for processing jobs on machines using sequencing models and derive optimal strategies in a competitive environment using the characteristics of game theory.</p>



		<p>CO4: Estimate the expected duration of a project in any global environment by implementing CPM/PERT techniques.</p> <p>CO5: Explain the characteristics of queueing theory, obtain the probability distribution function of single server/multi server queueing models and derive performance measures.</p>
CORE XIV	GRAPH THEORY	<p>CO1: Explain the concepts of vertices, edges, degrees, graph isomorphism, adjacency, incidence matrices, operations on graphs and prove related theorems.</p> <p>CO2: Prove results pertaining to walks, trails, paths and connected graphs.</p> <p>CO3: Construct the hierarchical structure of graphs and employ the concept of spanning trees to find the minimal path.</p> <p>CO4: Explain the properties of Hamiltonian, Eulerian graphs and apply it in diversified fields globally.</p> <p>CO5: Analyse the concepts of planarity in 3D graphs and prove related theorems.</p>
CORE XV	MATHEMATICAL MODELLING	<p>CO1: Formulate and solve population dynamic, demand and supply problems using differential equations.</p> <p>CO2: Construct compartment models, models based on principles of dynamics and obtain their solution using differential equations of first order.</p> <p>CO3: Explain prey predator, competitive, epidemic models and predict the effect of environment changes and sustainable development.</p> <p>CO4: Design a mathematical model using Kepler's law and solve problems in spatial science.</p> <p>CO5: Develop and solve mathematical models in Economics and Finance in national/global environment.</p>



DEPARTMENT OF COMMUNICATION AND MEDIA STUDIES

POST GRADUATE PROGRAMMES

PROGRAMME OUTCOMES (POs)

- PO1:** Demonstrate in-depth conceptual and application knowledge in the core areas of Communication and Media Management.
- PO2:** Evaluate and understand local, national and international dimensions of Media Operations.
- PO3:** Build managerial prowess in communication and media related domains.
- PO4:** Facilitate critical thinking competencies as aspiring women media professionals to understand consumers and deliver meaningful content.
- PO5:** Maximise knowledge gained through projects and internships in higher academic pursuits.
- PO6:** Develop research oriented acumen to pursue higher order thinking and identify sustainable solutions to global issues.
- PO7:** Generate entrepreneurial ideas and propose strategic decisions to align with emerging trends in the industry.
- PO8:** Exhibit Industry oriented skills to build successful careers in a Global Media Environment.
- PO9:** Emerge as Women Leaders and formulate media policies for social and economic wellbeing of the society.

PROGRAMME NAME: M.A. MEDIA MANAGEMENT

Postgraduate Programme in Arts with Specialisation in Media Management

PROGRAMME SPECIFIC OUTCOMES (PSOs)

On completion of the M.A. Media Management programme students will be able to

PSO1	Develop management competencies in communication and media related fields.
PSO2	Outline entrepreneurship ideations for women combined with strategic decisions to align with emerging trends in the industry.
PSO3	Emerge as socially conscious media practitioners, responsible and accountable in developing and disseminating content.
PSO4	Demonstrate synergetic competencies in media related fields.
PSO5	Exhibit higher order skills and apply knowledge gained through projects and internships to pursue a successful career as a woman in the media business

COURSE OUTCOMES (COs)

On completion of the course students will be able to

COURSE COMPONENT	COURSE NAME	COURSE OUTCOMES
CORE I	MASS MEDIA INDUSTRY	<p>CO1: Assess the power of mass media, its functions and role in society</p> <p>CO2: Analyse and evaluate Media Business, Media Audience and Media Content</p> <p>CO3: Explain the importance of assessing Media economics and types of Demand for media products</p> <p>CO4: Compare major Media Players and appraise Media Market in terms of performance, concentration, and technology.</p> <p>CO5: Interpret case studies from the Print, Radio, Television and Film Industry.</p>
CORE II	MANAGEMENT PRINCIPLES	<p>CO1: Appraise the evolution of management thought and basic principles and process of management</p> <p>CO2: Plan and apply creativity in decision making leading to business success</p> <p>CO3: Recognise the need for organisation structure and authority responsibility relationships</p> <p>CO4: Appraise the techniques of coordination and control</p>



		CO5: Write basic business letters with clarity in communication
CORE III	PUBLIC RELATIONS	<p>CO1: Critique PR and its importance for a corporate entity.</p> <p>CO2: Determine the significant differences between internal and external audiences</p> <p>CO3: Formulate an effective Press Release, prepare for News Conferences with different media by maintaining a media contact list database.</p> <p>CO4: Interpret the important nuances of Corporate Communication and its significance today.</p> <p>CO5: Plan, conduct and evaluate a PR campaign with a media release.</p>
CORE IV	ORGANIZATIONAL COMMUNICATION	<p>CO1: Explain Communication and outline the functions and levels of communication</p> <p>CO2: Assess approaches to Organizational Communication and compare Communication Network Structures</p> <p>CO3: Discuss dimensions of organizational structure and types of communication.</p> <p>CO4: Justify the importance of ethics in organizational communication</p> <p>CO5: Draft the layout & plan of a business letter</p>
ELECTIVE I	EVENT MANAGEMENT	<p>CO1: Explain event and relate marketing and event management</p> <p>CO2: Elaborate types of events, event variations and event market</p> <p>CO3: Estimate the need to plan, organize staff and control for pre-event, event and post-event tasks</p> <p>CO4: Assess the relevance of social media for promotion of events</p> <p>CO5: Plot, execute and evaluate a real-time event. Prepare a detailed report.</p>
ELECTIVE II	MEDIA ENTREPRENEURSHIP	<p>CO1: Assess the Functions & Types of Entrepreneurs and analyse various Theories of Entrepreneurship</p> <p>CO2: Interpret the practices of successful Entrepreneurial Journalists and investigate case studies of Indian and Global Media Entrepreneurs</p> <p>CO3: Perceive Women Entrepreneurship and assess case studies and problems associated with it</p> <p>CO4: Develop entrepreneurial mindset and explore photography, audio-visual medium and film making</p> <p>CO5: Appraise New Media Innovation and Digital Entrepreneurship to develop project proposal ideas for Entrepreneurship.</p>
CORE V	HUMAN RESOURCE MANAGEMENT	<p>CO1: Assess Human Resource Management and explain its importance and Objectives</p> <p>CO2: Build a foundation of Human Resource Policies and Human Resource Planning</p>



		<p>CO3: Compile types of recruitment and factors involved in selection, transfer and promotion</p> <p>CO4: Adapt ranking and rating scales for performance evaluation and removing subjectivity</p> <p>CO5: Appraise effective administration of wages and salary of employees</p>
CORE VI	MEDIA POLICY AND REGULATION	<p>CO1: Compile the specific provisions of Indian Constitution relating to mass media.</p> <p>CO2: Evaluate the basic laws relating to media and analyse privileges and liabilities of the press.</p> <p>CO3: Discuss important Acts relating to mass media.</p> <p>CO4: Appraise the code of conduct for advertising and the role and responsibilities of media.</p> <p>CO5: Critique media regulations relating to licensing and diversification.</p>
CORE VII	ADVERTISING MANAGEMENT	<p>CO1: Deduce the role of advertising as a business process and its types and benefits.</p> <p>CO2: Appraise the functions of advertising agencies</p> <p>CO3: Estimate the planning framework and decision-making process of the consumer.</p> <p>CO4: Construct a strategy for advertising and plan a media to execute an advertising campaign.</p> <p>CO5: Compare types of advertising research and evaluate case studies.</p>
CORE VIII	INTEGRATED MARKETING COMMUNICATION	<p>CO1: Explain the role of advertisement and promotions in segmentation and define the role of IMC in enhancing brand equity.</p> <p>CO2: Contrast traditional and modern media and plan the media for proper reach and frequency of advertisement.</p> <p>CO3: Interpret different types of sales promotions and publicity.</p> <p>CO4: Determine the various promotional tools for Integrated marketing communications.</p> <p>CO5: Perceive the social implications in marketing communication</p>
ELECTIVE III	ADVERTISING CAMPAIGN	<p>CO1: Assess real time clients and design the advertisement layout</p> <p>CO2: Explore branding opportunities for advertising campaign.</p> <p>CO3: Plot and execute an advertising campaign</p> <p>CO4: Deconstruct the campaign and conduct a post-mortem analysis.</p> <p>CO5: Compile and construct a campaign report.</p>



ELECTIVE IV	MEDIA PLANNING	<p>CO1: Assess the significance of Media Planning for any brand.</p> <p>CO2: Construct Media mapping and examine the factors based on which corporates choose media vehicles to reach target audiences.</p> <p>CO3: Interpret and execute Media tracking.</p> <p>CO4: Critique the significance of budget and space/time purchase in Media economics</p> <p>CO5: Formulate a detailed report on the Media Planning of the chosen brand</p>
CORE IX	COMMUNICATION RESEARCH METHODS	<p>CO1: Build foundational knowledge of Communication and Media research</p> <p>CO2: Conduct a survey, frame a questionnaire and administer it using Quantitative Methodology.</p> <p>CO3: Create in-depth interviews and schedules, observe people, compile facts and analyse them with Qualitative Methodology.</p> <p>CO4: Evaluate the nuances in conducting various kinds of Content and Textual analyses. Plot the specific analyses involved therein.</p> <p>CO5: Discuss the Milestones in Communication research. Categorize data and compile a formal, academic Research report. .</p>
CORE X	CUSTOMER RELATIONSHIP MANAGEMENT	<p>CO1: Appraise Customer Relationship Management, the concept and types.</p> <p>CO2: Compare customer relationship management and customer managed relationship</p> <p>CO3: Compile and analyze data for Customer Research</p> <p>CO4: Evaluate the role of CRM in business strategy and plan and manage CRM projects</p> <p>CO5: Justify the role of CRM in media industry</p>
CORE XI	CRISIS MANAGEMENT	<p>CO1: Plot how to identify, monitor and evaluate issues to avoid Crisis.</p> <p>CO2: Maximize crisis as an opportunity.</p> <p>CO3: Create a Crisis Communication Plan and Crisis Management Strategies.</p> <p>CO4: Appraise the role of PR in the Crisis Communication Plan and the team required along with the necessary skill sets</p> <p>CO5: Create and assemble a Crisis manual.</p>
CORE XII	BRAND MANAGEMENT	<p>CO1: Build foundational knowledge on Product Management and Product Strategy over the life cycle.</p> <p>CO2: Design Brand architecture, Brand perspectives, brand personality and brand strategy.</p> <p>CO3: Compare brand positioning, product positioning and brand image.</p> <p>CO4: Estimate the components that go towards building a good brand image.</p>



		CO5: Create a Brand Management Framework and examine case studies of successful brands.
ELECTIVE V	BASICS OF MARKETING MANAGEMENT	<p>CO1: Perceive marketing and research needs and trends in the Micro and Macro environment.</p> <p>CO2: Appraise Consumer markets and Consumer Behaviour.</p> <p>CO3: Adapt marketing research concepts and explain the scope of marketing research.</p> <p>CO4: Compare Marketing Research Techniques for the Launch of a New Brand/ Product.</p> <p>CO5: Evaluate product lines and Brands and design product mix and pricing strategies.</p>
ELECTIVE VI	SOCIAL MEDIA MANAGEMENT	<p>CO1: Build on fundamentals of social media and propose a social media strategy for real time clients.</p> <p>CO2: Examine social media tools like blogs and manage content for clients on relevant social media accounts.</p> <p>CO3: Create a detailed strategy using social media marketing and appraise their performance.</p> <p>CO4: Evaluate the ethical challenges involved in social media.</p> <p>CO5: Adapt techniques of utilizing social media within the permitted regulations.</p>
ELECTIVE VII	CELEBRITY MANAGEMENT	<p>CO1: Appraise a real-time celebrity and work on image building strategies. Deconstruct celebrity culture as part of popular culture and analyse para-social relationships.</p> <p>CO2: Estimate Brand Management strategies to celebrity management and assess case studies relating to crisis management.</p> <p>CO3: Assess celebrities as endorsers for brands and investigate case studies in Celebrity Endorsement that explains their image.</p> <p>CO4: Construct the questionnaire and select the sample for celebrity image audit and impact studies.</p> <p>CO5: Formulate a report compiling and analyzing all professional activities of the celebrity with the help of media tracking and recommend ways in which the celebrity image can be enhanced.</p>
CORE XIII	PUBLIC RELATIONS CAMPAIGN	<p>CO1: Determine the most suitable concept for a PR campaign along with the application of PEST and SWOT analyses.</p> <p>CO2: Maximise team building and time management skills to work in different committees and develop plans to keep crucial deadlines.</p> <p>CO3: Choose sponsors for the cause. Apply negotiating skills as well as budgeting acumen.</p> <p>CO4: Document and prepare a report.</p> <p>CO5: Critique the campaign post-mortem as an exercise for evaluation, reflection and correction.</p>



CORE XIV	DISSERTATION	<p>CO1: Propose a suitable area of interest and feasibility for the current research.</p> <p>CO2: Determine the concepts and appropriate Methodology with a clear Problem Statement and Objectives.</p> <p>CO3: Create review of literature in specific areas and outline references using the APA guidelines.</p> <p>CO4: Compute the right Statistical measures for data interpretation and analysis.</p> <p>CO5: Formulate the final report using guidelines already provided.</p>
	SPECIALIZATION/ PROJECT	<p>CO1: Determine a relevant field of specialization</p> <p>CO2: Plan and conclude an intensive internship period at a relevant organization</p> <p>CO3: Estimate the organizational structure, hierarchy and functions of the organization</p> <p>CO4: Improve on the skills built over the program period</p> <p>CO5: Create and submit a specialization/ project report</p>

PROGRAMME NAME: M.A COMMUNICATION

Postgraduate Programme in Arts with Specialisation in Communication

PROGRAMME SPECIFIC OUTCOMES (PSOs)

On completion of the M.A Communication programme students will be able to

PSO1	Apply the fundamentals of communications in various domains of Journalism, Advertising, Media management, corporate communication, Filmmaking and Research.
PSO2	Demonstrate an understanding of local, national and international dimensions of the media operations.
PSO3	Adapt to the legal and ethical framework in all media, and show delivery proficiency through effective written, verbal, graphical and virtual communication.
PSO4	Construct critical thinking competency in women creators to understand the consumers of media, and deliver content as a socially responsible citizen.
PSO5	Formulate policy for the social and economic wellbeing of women in media as content creators and Audience.



COURSE OUTCOMES (COs)

On completion of the course students will be able to

COURSE COMPONENT	COURSE	COURSE OUTCOMES
CORE I	INTRODUCTION TO COMMUNICATION	CO1: Demonstrate conceptual clarity in various facets of communication CO2: Integrate clear understanding on the growth, structure, characteristics and issues pertaining to print and electronic media. CO3: Evaluate the local, regional and global context of Media operations. CO4: Critically analyse the various communication models and strategies CO5: Appraise the conceptual framework on which the media industry is built upon
CORE II	JOURNALISTIC SKILLS	CO1: Examine the fundamental concepts of Journalism, types of news, various formats and the theories. CO2: Discriminate between the various sources of news for different situations and the latest techniques involved in gathering news CO3: Analyse the nuances of editing news. CO4: Critically examine the skills required to be a successful journalist through a study of professional publications in the national, regional, and international context. CO5: Support and adhere to the ethical standards of Indian Journalist Act and Constitution, emphasizing the rights, duties and responsibilities of a journalist.
CORE III	REPORTING AND WRITING	CO1: Distinguish between various types of Beat Reporting and their ethical guidelines. CO2: Examine the nuances of professional writing styles and precise copy editing in the different genres of news stories. CO3: Evaluate the sources of news and assess the reliability and validity factors of news worthiness. CO4: Defend the spirit of Journalism in all stages of producing news content. CO5: Design a broadsheet applying industry standards and present news reports as a responsible journalist.



CORE IV	PUBLIC RELATIONS AND CORPORATE COMMUNICATIONS	<p>CO1: Examine the meaning, nature and functions of Public relations.</p> <p>CO2: Evaluate the tools, tactics and ethics required for the field of Public Relations</p> <p>CO3: Appraise the need for and functions of Corporate Communication</p> <p>CO4: Create a PR Draft for select audience</p> <p>CO5: Evaluate and implement the importance of PR Research in the New Age Media</p>
ELECTIVE I	COMMUNICATION PSYCHOLOGY	<p>CO1: Examine the importance of listening as an effective tool of non-verbal Communication</p> <p>CO2: Integrate the various strategies of effective persuasion and negotiation along with bargaining strategies.</p> <p>CO3: Demonstrate an understanding of the importance of working in teams, developing people and communication skills.</p> <p>CO4: Evaluate the need for power and the process and ethics of politicking</p> <p>CO5: Appraise the various aspects of feedback along with the challenging mechanisms involved in feedback.</p>
ELECTIVE II	BASIC PHOTOGRAPHY	<p>CO1: Examine the operations of DSLR camera</p> <p>CO2: Categorize principles governing various genres of photography, including environment, people, candid, outdoor, studio, wildlife, lifestyle, fashion.</p> <p>CO3: Integrate the art and science of photographic techniques in capturing a visual.</p> <p>CO4: Evaluate the human values and ethics in photojournalism.</p> <p>CO5: Demonstrate professional standards in presenting the photographs and design portfolio.</p>
CORE V	DEVELOPMENT COMMUNICATION	<p>CO1: Estimate the growth of Development Communication from a global perspective</p> <p>CO2: Examine the various approaches to Development Communication</p> <p>CO3: Evaluate the alternative perspectives of Development Communication with reference to different entities</p> <p>CO4: Appraise the growth of development communication in India over the ages</p> <p>CO5: Compile the nuances of doing a grass root development campaign.</p>



CORE VI	MEDIA MANAGEMENT AND LAW	<p>CO1: Appraise the various approaches to Management Theories</p> <p>CO2: Evaluate how Media is affected and influenced by Economic factors at the Micro and Macro levels</p> <p>CO3: Categorize the various legal and administrative facets of managing a media house</p> <p>CO4: Research the provisions of the Indian Constitution which has a bearing on mass media and its functions</p> <p>CO5: Investigate the national legal aspects relating to mass media through case studies</p>
CORE VII	ADVERTISING	<p>CO1: Integrate the basic concepts of advertising management, its process and its social implications</p> <p>CO2: Critically examine the role and functions of an Advertising agency</p> <p>CO3: Design an audience-specific advertising plan keeping in mind the entire media planning process</p> <p>CO4: Develop a creative Advertising campaign for various target groups</p> <p>CO5: Propose potential areas for Market research and design a research plan for the same</p>
CORE VIII	AUDIO VISUAL PRODUCTION I	<p>CO1: Demonstrate understanding of the concepts and programming of radio production, and the technologies used in Radio broadcasting</p> <p>CO2: Evaluate the different type of creative writing, visualisation for different types of electronic media</p> <p>CO3: Deconstruct the art of direction and indoor/outdoor management for different types of production output</p> <p>CO4: Generate a thorough storyboard based on research on the theme chosen and fix responsibilities for the various aspects of production</p> <p>CO5: Discriminate between various types of cameras, filters, lighting effects, sound and visual effect</p>
ELECTIVE III	SOCIAL MEDIA COMMUNICATION	<p>CO1: Evaluate the evolution of Social Media and its impact on the society</p> <p>CO2: Research the various promotional tools used in Social Media</p> <p>CO3: Design a plan for strategizing Social Media presence</p> <p>CO4: Compile the various laws applicable to Social Media and appreciate the ethics surrounding this ecosystem</p> <p>CO5: Evaluate the opportunities, challenges, emerging trends in Social Media</p>
ELECTIVE IV	ADVERTISING STRATEGY AND CAMPAIGN	<p>CO1: Propose big ideas and create a copy platform for different kinds of product and services.</p>



		<p>CO2: Create and develop a media strategy inclusive of print medium, electronic and social media.</p> <p>CO3: Develop an appropriate strategy and design to execute a live Campaign exploring the various Branding opportunities.</p> <p>CO4: Evaluate consumer behaviour in all aspects of Branding initiatives.</p> <p>CO5: Manage the legal, social and ethical framework of running a meaningful campaign.</p>
CORE IX	PRINT JOURNAL	<p>CO1: Select research-oriented techniques to write articles.</p> <p>CO2: Develop contextually relevant themes and sub-themes.</p> <p>CO3: Critically analyse the articles by adopting various journalistic techniques</p> <p>CO4: Integrate appropriate software to create a professional layout design for publication.</p> <p>CO5: Compose and present articles in a professional Journal format.</p>
CORE X	COMMUNICATION RESEARCH METHODS	<p>CO1: Demonstrate a functional understanding of Communication and Media Research</p> <p>CO2: Integrate Quantitative methodology by framing a survey questionnaire and administering it.</p> <p>CO3: Apply appropriate Qualitative techniques such as in-depth interviews and observational techniques.</p> <p>CO4: Evaluate the nuances in conducting content and textual analyses.</p> <p>CO5: Analyse data and write a formal, academic research report with emphasis on ethics.</p>
CORE XI	AUDIO VISUAL PRODUCTION II	<p>CO1: Evaluate the art of script writing, screen play and story board creation for various media requirements</p> <p>CO2: Integrate the nuances of pre-production process in location scouting, casting, set design, mise-en-scene.</p> <p>CO3: Appraise the role of Producer, Director, and Cinematographer in executing a Production Project.</p> <p>CO4: Create production in various formats like Documentary/ Short Films/ Docu Drama/ Travelogues</p> <p>CO5: Integrate the techniques of Digital Video and Audio Editing in Post Production</p>
CORE XII	FILM STUDIES	<p>CO1: Demonstrate an understanding of the fundamental concepts and different stages of film making.</p> <p>CO2: Evaluate the historical perspective of world and Indian Cinema.</p> <p>CO3: Appraise the various genres of Cinema and its audience.</p>



		<p>CO4: Apply theories of Cinema to critique films.</p> <p>CO5: Evaluate trends existing in film making and production.</p>
CORE XIII	ONLINE JOURNAL	<p>CO1: Examine the various ways of navigation in website creation.</p> <p>CO2: Write, Select, Edit and Compile articles to suit online format.</p> <p>CO3: Create an appropriate Home page design with necessary branding inputs.</p> <p>CO4: Create a meaningful journal keeping in mind the intended target segment</p> <p>CO5: Design the online journal applying the various software techniques.</p>
ELECTIVE V	INFORMATION AND COMMUNICATION TECHNOLOGIES	<p>CO1: Evaluate the important aspects of ICT and apply it into advanced ICT knowledge in the changing socio-economic context</p> <p>CO2: Appraise the growth of Radio: AM, FM, Satellite Radio and its impact of ICT in Radio</p> <p>CO3: Estimate the growth of electronic media in Indian context</p> <p>CO4: Examine the legal aspects governing the National Telecom Industry; breakdown the IT Act and Convergence Bills in adopting technology.</p> <p>CO5: Evaluate the differential aspects involved in Agricultural society, Industrial revolution and Information revolution.</p>
ELECTIVE VI	APPRECIATION AND ANALYSIS OF MEDIA	<p>CO1: Critically analyse professional radio and television programmes.</p> <p>CO2: Examine various genres and their conventions and stereotypes.</p> <p>CO3: Evaluate the applications of various theories like semiotics, psychoanalysis, marxism, feminism etc. in Media.</p> <p>CO4: Appraise the significance of audience segmentation and the viewing behavioural patterns.</p> <p>CO5: Evaluate the essence of a good critique</p>
CORE XIV	DISSERTATION	<p>CO1: Propose an area of study and produce a substantial piece of original work with adherence to research ethics.</p> <p>CO2: Examine the significance of Review of Literature and setting the premise of research.</p> <p>CO3: Demonstrate thorough knowledge of research methodologies applicable in the domains of social science, to apply and conduct research work.</p>



		<p>CO4: Evaluate the evidence-based report to arrive at significant research finding</p> <p>CO5: Compose and submit research report in the prescribed format.</p>
ELECTIVE VII	PR CAMPAIGN / MINI PROJECT	<p>CO1: Propose a relevant concept to conduct and evaluate PR Campaign.</p> <p>CO2: Develop the plan by analyzing the environment.</p> <p>CO3: Design an appropriate strategy for the campaign using necessary PR tools for a professional execution.</p> <p>CO4: Integrate all phases of campaign and create a PR report.</p> <p>CO5: Evaluate the ethics and implement the art of campaigning for a cause.</p>
MAJOR PROJECT	SPECIALISATION / PROJECT	<p>CO1: Propose the relevant field of specialisation– Journalism, Advertising, Public Relations, Corporate Communication. Electronic Media, Filmmaking, Development Communication, ICT.</p> <p>CO2: Conclude intensive internship training over a period of three months.</p> <p>CO3: Estimate the managerial structure, and hierarchy in context of operations of an organization.</p> <p>CO4: Create the portfolio to exhibit the learning.</p> <p>CO5: Compose and submit a detailed Project report in a prescribed format.</p>



DEPARTMENT OF COMMUNICATION AND MEDIA STUDIES

UNDERGRADUATE PROGRAMMES

PROGRAMME OUTCOMES (POs)

- PO1:** Articulate the fundamental elements and principles of communication in the effective transference of ideas.
- PO2:** Exhibit thoughtful application of domain knowledge in print, broadcast, and new media.
- PO3:** Integrate theoretical knowledge and hands on training across various media platforms to a diverse audience.
- PO4:** Apply critical thinking and problem-solving skills as socially responsible producers of media content.
- PO5:** Emerge as competent, competitive, self-reliant women who aspire for higher studies and research in premier institutions.
- PO6:** Practice professional values as women entrepreneurs in the media industry.
- PO7:** Instil globally accepted ethical standards in the media profession with due consideration to socio cultural contexts, and local and global needs.
- PO8:** Nurture unique style of thinking and expression as media practitioners.
- PO9:** Formulate communication strategies for development at the local, regional and national levels.

PROGRAMME NAME: B.SC VISUAL COMMUNICATION

Under Graduate Programme in Science with specialisation in Visual Communication

PROGRAMME SPECIFIC OUTCOMES (PSOs)

On completion of the B.Sc Visual Communication programme students will be able to

PSO1	Develop and practise effective communication in print, broadcast and new media with an aesthetic bent of mind.
PSO2	Integrate theoretical knowledge and practical training in the strategic application of visual communication across a range of media, to a diverse audience, nationally and internationally.
PSO3	Emerge as self-reliant, competent, socially responsible women, aware of the media trends, technologies, and industry practices to pursue higher education and research.
PSO4	Exhibit critical thinking skills, professional values, and ethics as women entrepreneurs or media professionals, with due consideration for human values, socio - cultural contexts, local and global needs.
PSO5	Produce innovative media products, services and design solutions to establish a unique identity in the dynamic media environment.

COURSE OUTCOMES (COs)

On completion of the course students will be able

COURSE COMPONENT	COURSE	COURSE OUTCOMES
CORE I	INTRODUCTION TO VISUAL COMMUNICATION	<p>CO1: Interpret Communication as a systemic and symbolic process.</p> <p>CO2: Develop in-depth understanding of the elements of visual communication and their applications.</p> <p>CO3: Recommend systematic design thinking process to ideate, develop and produce visual messages and design solutions.</p> <p>CO4: Plan aesthetic execution of tools in layout and graphic design.</p>



		CO5: Integrate theory, design principles and digital tools to produce effective visual communication.
CORE II	BASICS OF FINE ARTS	<p>CO1: Demonstrate fundamental learning in the application of design and colour in a variety of art mediums.</p> <p>CO2: Assess logically the interrelationship between light and objects and apply appropriately in art works.</p> <p>CO3: Plan the placement and arrangement of visual elements and create different dimensions.</p> <p>CO4: Identify the different textures and use them innovatively in compositions.</p> <p>CO5: Compile artworks of various art mediums and techniques under categories and design a portfolio.</p>
ALLIED I	GRAPHIC DESIGN - I	<p>CO1: Demonstrate the fundamentals of creating design from the base.</p> <p>CO2: Create visual concepts which effectively communicate ideas.</p> <p>CO3: Design corporate logos reflecting original and innovative thinking.</p> <p>CO4: Apply design principles to establish a unique identity of the works.</p> <p>CO5: Develop a Portfolio of graphic design work showcasing design and pattern skills.</p>
CORE III	BASICS OF HUMAN COMMUNICATION	<p>CO1: Evaluate communication as an effective tool of message production, reception and processing.</p> <p>CO2: Select communication skills for effective interpersonal, group and organizational levels of communication.</p> <p>CO3: Appraise the challenges in group and organizational communication and manage strategically.</p> <p>CO4: Integrate theoretical knowledge in public speaking and intercultural communication.</p> <p>CO5: Estimate the importance of mass communication realms, mass media technologies and use them effectively.</p>
CORE IV	APPLICATION OF FINE ARTS	<p>CO1: Communicate aesthetically through the different art mediums and design perspective images and composition.</p> <p>CO2: Demonstrate competencies in creating storyboards.</p> <p>CO3: Combine principles and techniques of fine arts with original thinking and create mixed media artwork.</p> <p>CO4: Plan, design layouts and present thematic ideas through miniature models.</p> <p>CO5: Develop a portfolio of artwork reflecting technical and creative skills.</p>



ALLIED II	GRAPHIC DESIGN - II	<p>CO1: Apply the elements and principles of graphic design in customising corporate stationery.</p> <p>CO2: Demonstrate aesthetic competencies in designing creatives for commercial and non-commercial projects.</p> <p>CO3: Formulate original and creative designs by hand across different textures.</p> <p>CO4: Express innovative design ideas across products and services.</p> <p>CO5: Compile and develop a portfolio of creatives highlighting original thinking and unique design styles.</p>
NON MAJOR ELECTIVE I	ADVERTISING STRATEGY - I	<p>CO1: Evaluate the functions of Advertising and its social and economic implications.</p> <p>CO2: Compare and contrast different types of Advertising.</p> <p>CO3: Appraise the role played by different players in Advertising.</p> <p>CO4: Interpret the functions, merits and demerits of different Advertising mediums.</p> <p>CO5: Critique the ethics in Advertising.</p>
NON MAJOR ELECTIVE II	ADVERTISING STRATEGY - II	<p>CO1: Appraise the role played by Integrated Marketing Communication in branding and planning processes.</p> <p>CO2: Evaluate the external and internal influences on Consumer Behaviour.</p> <p>CO3: Plan an Environment Analysis as part of Advertising Strategy.</p> <p>CO4: Compile a media brief for Brand Promotion.</p> <p>CO5: Estimate Indian and International trends in Advertising.</p>
CORE V	PHOTOGRAPHY	<p>CO1: Select appropriate equipment - camera, lens and filter for image making.</p> <p>CO2: Experiment with different components of exposure in photography.</p> <p>CO3: Compose photographs with knowledge of aesthetic principles and ethical considerations.</p> <p>CO4: Evaluate the functions, components, and modes of a DSLR Camera.</p> <p>CO5: Plan, Design and Create a Professional quality portfolio of Nature, Portrait, Product, Fashion, Travel, Action, Macro Photography reflecting technical expertise.</p>
CORE VI	ADVERTISING	<p>CO1: Critique the key players in Advertising.</p> <p>CO2: Evaluate the functioning of the Advertising industry and its stakeholders.</p> <p>CO3: Formulate and manage branding for organizations.</p>



		<p>CO4: Design and produce creative processes across different mediums.</p> <p>CO5: Create successful and effective advertisements as socially responsible and ethical advertising professionals.</p>
CORE VII	PRINTING AND PUBLICATION DESIGN	<p>CO1: Evaluate the various printing processes and identify the suitable technologies for print projects.</p> <p>CO2: Integrate design elements such as Typography into print-based documents to communicate effectively.</p> <p>CO3: Modify designs for layout effectiveness, organization, and attractiveness in print-based applications.</p> <p>CO4: Select appropriate types of paper and ink for design projects.</p> <p>CO5: Produce press ready projects by applying the latest developments in Printing and Publication Industry.</p>
ALLIED III	DIGITAL GRAPHIC DESIGN	<p>CO1: Express design ideas and illustration techniques through the use of relevant software.</p> <p>CO2: Plan and execute original layouts and designs for corporate products and services.</p> <p>CO3: Design from base, all forms of print media creatives for different organizations, and Media houses in particular.</p> <p>CO4: Create effective visual design solutions with structured and creative use of software applications to meet the rapidly expanding communication needs of the world.</p> <p>CO5: Produce a Portfolio comprising a coherent body of original digital graphic design works that aligns with contemporary industry standards.</p>
ELECTIVE I	HUMAN PSYCHOLOGY	<p>CO1: Synthesize the principles of Psychology and apply the same in Visual Communication.</p> <p>CO2: Evaluate the sensory threshold and predict perceptual processes.</p> <p>CO3: Critique the processes of memory, reasoning, problem solving and decision making in designing media messages.</p> <p>CO4: Formulate appropriate communication styles by identifying the individual differences in behaviour.</p> <p>CO5: Integrate social cognition and attitude as determinants of behaviour and actions.</p>
CORE VIII	ADVANCED PHOTOGRAPHY	<p>CO1: Experiment with different lighting techniques for Portrait, Product photography.</p> <p>CO2: Integrate practical technical skills with ideation, to create distinct images.</p>



		<p>CO3: Create well executed composite images with non-destructive editing.</p> <p>CO4: Demonstrate aesthetic knowledge, technical mastery and ethical principles to apply in Commercial Photography Projects.</p> <p>CO5: Design and Create a Professional quality Portfolio reflecting individual styles and exhibit ready photographs.</p>
CORE IX	SCRIPT WRITING	<p>CO1: Formulate appropriate script layouts and forms, and hone competencies as a scriptwriter.</p> <p>CO2: Modify visual storytelling based on how different audiences and cultures perceive, consume and understand media messages.</p> <p>CO3: Produce original ideas using appropriate writing styles and approaches.</p> <p>CO4: Design and deliver socially relevant scripts for different media audiences.</p> <p>CO5: Formulate ideas and manifest unique approaches in creating New Media content to educate, inform and/or entertain.</p>
CORE X	PRODUCTION DESIGN	<p>CO1: Rewrite abstract ideas to visual vocabulary through visual scripting, blueprints and set models.</p> <p>CO2: Evaluate the role of a Production Designer and the team in visual production in relation to other creative participants in a professional set up.</p> <p>CO3: Compose and present Set Design ideas to industry standards.</p> <p>CO4: Propose ideas for Costume Design and Make-up to create a suitable Costume Plot.</p> <p>CO5: Formulate the production logistics in collaboration with the creative team.</p>
ALLIED IV	2D ANIMATION AND WEB DESIGNING	<p>CO1: Apply graphic design principles in creating interactive Web pages.</p> <p>CO2: Apply appropriate tools to design advertising banners for commercial and non-commercial organisations.</p> <p>CO3: Select, test, and make appropriate use of materials and methods from a range of animation tools to create 2D logo animation with sound.</p> <p>CO4: Create animated stories and socially relevant animated PSAs for Digital Platforms.</p> <p>CO5: Develop a digital portfolio reflecting individual styles in web designing and animation on par with contemporary professional practice.</p>



ELECTIVE II	CORPORATE COMMUNICATION	<p>CO1: Appraise the role of corporate communication and public relations across corporate realms.</p> <p>CO2: Design corporate communication tools.</p> <p>CO3: Evaluate and implement communication strategies to enhance brand value of a corporation.</p> <p>CO4: Develop media collaterals and manage press conferences necessary to build corporate image.</p> <p>CO5: Select appropriate new media platforms to collaborate with stakeholders.</p>
CORE XI	PRODUCTION TECHNIQUES	<p>CO1: Apply the basic functions of Video camera and its file formats.</p> <p>CO2: Compare lighting techniques for different programme formats.</p> <p>CO3: Assess sound recording methods and video editing tools, and use appropriate techniques for different programme formats.</p> <p>CO4: Script and execute different genres of production for a wide audience.</p> <p>CO5: Synthesise the elements of production techniques in different formats to produce ethically competent content.</p>
CORE XII	FILM STUDIES	<p>CO1: Critique the history of Indian and World Cinema from a global outlook.</p> <p>CO2: Integrate the ethical implications inherent in filmmaking practices at every stage of film production.</p> <p>CO3: Interpret the mise-en-scene of films based on its cultural and social insinuations.</p> <p>CO4: Assess the various film forms, film language and genres.</p> <p>CO5: Evaluate the nuances of film economics and distribution patterns with due consideration to the audience.</p>
CORE XIII	3D MODELLING AND ANIMATION	<p>CO1: Identify and apply the tools used in 3D modelling and animation.</p> <p>CO2: Create 3D Logo animation using special effects and audio effects.</p> <p>CO3: Create a commercial using 3DS MAX and Adobe Software.</p> <p>CO4: Design and build Interior and Exterior structures and components using 3DS MAX, with proper lighting and camera setup.</p> <p>CO5: Formulate and present a complete walkthrough of any given environment.</p>
CORE XIV	MEDIA, CULTURE AND SOCIETY	<p>CO1: Evaluate the role, importance, and effects of Mass Media.</p>



		<p>CO2: Appraise the theories of audience research.</p> <p>CO3: Select the methodology, unique approach and techniques in interpreting media text.</p> <p>CO4: Critique the social construction of reality by the media.</p> <p>CO5: Estimate the relationship between media and popular culture.</p>
ELECTIVE III	ADVERTISING STRATEGY AND CAMPAIGN	<p>CO1: Examine the role of Advertising in Marketing.</p> <p>CO2: Formulate marketing research for Ad campaigns.</p> <p>CO3: Outline strategies using models of consumer behaviour.</p> <p>CO4: Create an ethically sound and socially responsible Marketing Plan for a brand.</p> <p>CO5: Demonstrate competency to plan, conduct research, develop and execute an Ad Strategy and Campaign for a brand.</p>
CORE XV	MEDIA MANAGEMENT	<p>CO1: Evaluate media organisations from a management perspective.</p> <p>CO2: Assess opportunities in the media industry and the scope for media entrepreneurship ventures.</p> <p>CO3: Appraise the principles of media economics and evaluate changes in media markets.</p> <p>CO4: Plan and assess the project management themes and strategies in the media industry.</p> <p>CO5: Estimate audience measurement and activities across media platforms.</p>
CORE XVI	VISUAL SOCIOLOGY	<p>CO1: Examine the importance of visual media for representing social issues.</p> <p>CO2: Outline social institutions and significant social issues concerning Indian society, women and culture in particular.</p> <p>CO3: Assess the elements of culture and the social milieu.</p> <p>CO4: Demonstrate critical thinking in project planning, and collaborative skills in project execution.</p> <p>CO5: Select appropriate visual media and present research outcomes and solutions.</p>
CORE XVII	MEDIA LAWS	<p>CO1: Assess various media laws, regulations, and codes of practice.</p> <p>CO2: Determine the importance of IPR and its significance across Nations.</p>



		<p>CO3: Integrate the prescribed code and conduct of media regulations in creating and presenting socially sensitive content.</p> <p>CO4: Examine the various New Media Laws while constructing messages for a global audience.</p> <p>CO5: Develop and follow legal and ethical responsibilities as media professionals.</p>
CORE XVIII	SPECIALIZATION - MULTIMEDIA	<p>CO1: Identify appropriate model sketches, references and resources necessary for a walkthrough.</p> <p>CO2: Demonstrate competencies in planning and creating a storyboard for a walkthrough.</p> <p>CO3: Produce rendered output with appropriate camera placement, lighting, editing and sound effects.</p> <p>CO4: Use multimedia software to enhance and modify Multimedia projects.</p> <p>CO5: Build a diverse portfolio comprising the elements of an industry-standard multimedia project.</p>
	SPECIALIZATION – WEB DESIGNING	<p>CO1: Identify appropriate resources and references necessary for the website.</p> <p>CO2: Demonstrate competencies in creating a flowchart for a dynamic website.</p> <p>CO3: Apply graphic design principles in setting up page layout, colour schemes, typography etc.</p> <p>CO4: Create web elements - buttons, banners, bars with suitable navigation.</p> <p>CO5: Develop a fully functional website with necessary links.</p>
	SPECIALIZATION – ADVERTISING PHOTOGRAPHY	<p>CO1: Experiment with Still life, Portraiture, Fashion, Abstract and Product set-ups using appropriate focal length, angle, colour, natural and artificial light sources etc.</p> <p>CO2: Develop proposals, organize, and orchestrate photo shoots through the successful management of resources and time.</p> <p>CO3: Demonstrate in-depth understanding and professional competencies in exclusive genres of photography.</p> <p>CO4: Design and digitally generate photographs using industry standard software and equipment.</p> <p>CO5: Express individual styles and techniques through a well-designed Portfolio.</p>



	SPECIALIZATION – VIDEO PRODUCTION	<p>CO1: Analyse story structure and the screenwriting process for creating different genres for the audience.</p> <p>CO2: Effectively manage the resources and logistics required to produce a short film/documentary.</p> <p>CO3: Develop a detailed production script record comprising the different script forms, storyboard/photo board and production plan.</p> <p>CO4: Demonstrate competencies in shooting and editing video at outdoor location and in studio, using professional equipment and non-linear editing systems.</p> <p>CO5: Integrate ethical values that guide media practices and professional standards in order to become responsible producers of media content.</p>
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PROGRAMME NAME: B.SC ELECTRONIC MEDIA

Under Graduate Programme in Science with Specialisation in Electronic Media

PROGRAMME SPECIFIC OUTCOMES (PSOs)

On completion of the B.Sc Electronic Media programme students will be able to

PSO1	Apply production skills in preparation, creation and distribution of content for media platforms.
PSO2	Integrate theoretical and methodological proficiency to evaluate the role of media from social, cultural, economic and political perspectives and to incorporate the ideals of empowering women to be better content producers for the media and society at large
PSO3	Design and create graphical and animated content for interactive and digital media platforms with industry standards
PSO4	Plan, devise and implement communication strategies for development projects which elevate and empower women at local, regional, national and global levels.
PSO5	Explore opportunities in digital media, broadcast programming, photography and film production.



COURSE OUTCOMES (COs)

On completion of the course students will be able to

COURSE COMPONENT	COURSE	COURSE OUTCOMES
CORE I	DEVELOPMENT OF ELECTRONIC MEDIA	CO1: Evaluate the nature, scope and significance of Electronic Media. CO2: Summarise the development of television and appraise current trends CO3: Outline the growth of cinema, documentaries and short films CO4: Evaluate the development of new age media. CO5: Assess the importance of telecommunication industry and its regulations
CORE II	2D GRAPHICS	CO1: Summarise the basic concepts of Adobe Photoshop, Illustrator, and InDesign CO2: Assess concepts and techniques used in Graphic production and compute in designing CO3: Plan and implement design principles and develop different classifications of typography CO4: Create graphic designs using the relevant software for the print industry CO5: Demonstrate proficiency with desktop publishing software and test the applications of the software in publishing.
ALLIED I	UNDERSTANDING VISUAL MEDIA	CO1: Demonstrate design skills associated with the use of painting mediums and supports CO2: Evaluate art terminology and methodology by analysing different artworks CO3: Apply colour properties and concepts to create drawings, and analyse elements of design to create lines, shapes, colors, and values CO4: Demonstrate understanding of art by applying methodology to the practical tasks CO5: Assess the basic elements of design (colour, line, form, texture, space) and their application
CORE III	AUDIOGRAPHY	CO1: Assess the Physics and Psychographics of sound. CO2: Design studio by focusing on dimensions and studio acoustics CO3: Evaluate the usage and application of various types of microphones.



		<p>CO4: Formulate digital audio recording process in live productions</p> <p>CO5: Design sound for Cinema and Television</p>
CORE IV	RADIO PRODUCTION	<p>CO1: Examine various aspects involved in production process in Radio Stations</p> <p>CO2: Prepare the basics of radio programming, including formats, scripts, sound effects, music and dialogue.</p> <p>CO3: Evaluate the organisation of a Radio station.</p> <p>CO4: Assess Radio production techniques and tools.</p> <p>CO5: Compile audio content for Community Radio station</p>
ALLIED II	BASICS OF PRODUCTION DESIGN	<p>CO1: Construct designs on a variety of drawing mediums such as graphite, charcoal, and pastels, ink, pencil</p> <p>CO2: Compile concepts in design and construction of props, costume design, set drawings</p> <p>CO3: Examine the concepts and fundamentals of perspective drawing</p> <p>CO4: Create perspectives in common objects and buildings</p> <p>CO5: Create a multi-layered set</p>
NON-MAJOR ELECTIVE I	FILM APPRECIATION I	<p>CO1: Critique the history of international and national films</p> <p>CO2: Appraise the contextual and technological developments in the regional cinema</p> <p>CO3: Evaluate the various stages in filmmaking to estimate the budget and schedule, and plan a cost-effective production process.</p> <p>CO4: Assess the responsibilities of film crew and plot the techniques to integrate in film making project</p> <p>CO5: Evaluate the funding agencies and film festivals which encourage good cinema</p>
NON-MAJOR ELECTIVE II	FILM APPRECIATION II	<p>CO1: Examine the various genres involved in film making and differentiate between the settings</p> <p>CO2: Compare and critique process of film adaptation and remaking</p> <p>CO3: Organise the elements of mise-en-scene and experiment with the mise-en-scene techniques to integrate them in filmmaking</p> <p>CO4: Distinguish among the film styles and apply these approaches to propose new film styles and original ideas of filmmaking</p> <p>CO5: Examine recent advancements in film making techniques and evaluate the current trends</p>



CORE V	PHOTOGRAPHY	<p>CO1: Summarise the types of DSLR cameras, and lenses for different photographic subjects like Indoor and Outdoor photography</p> <p>CO2: Examine the working of digital camera techniques, exploring various lighting techniques and visual composition</p> <p>CO3: Integrate creative knowledge on variety of photographic themes</p> <p>CO4: Develop Photo albums for various topics</p> <p>CO5: Create new concepts through photo stories</p>
CORE VI	SCRIPT WRITING FOR ELECTRONIC MEDIA	<p>CO1: Evaluate scripting formats, types and styles for Electronic Media.</p> <p>CO2: Assess the techniques of writing for commercials, announcements and other varieties of programmes</p> <p>CO3: Prepare various techniques of writing for different news features</p> <p>CO4: Create proposals and scripts for various radio genres</p> <p>CO5: Examine the techniques of writing for new media.</p>
CORE VII	MEDIA AND AUDIENCE STUDIES	<p>CO1: Examine the integration of media and society and the responsibility of media towards the society.</p> <p>CO2: Assess the media audience and test the concepts proposed by theories connecting media and audience</p> <p>CO3: Deconstruct the ideology in media content and critique the cultural values embodied in it, applying theoretical concepts</p> <p>CO4: Evaluate the approaches to analyse media, with emphasis on media reinforcement, representation and creation of realities</p> <p>CO5: Distinguish between the different cultures propagated by media and examine the impact of popular culture</p>
ALLIED III	BROADCAST NEWS	<p>CO1: Evaluate news characteristics, ethics and technology used in broadcast news</p> <p>CO2: Create scripts in prescribed broadcast news formats</p> <p>CO3: Discriminate between the styles of Radio news production.</p> <p>CO4: Plan for a TV news Bulletin</p> <p>CO5: Compile the latest trends in News production</p>
ELECTIVE I	ENTERTAINMENT MEDIA MARKETING	<p>CO1: Examine the significance of Entertainment media</p> <p>CO2: Analyse concepts in event marketing and their role in the marketing of products and services</p>



		<p>CO3: Evaluate the impact of radio audience, radio sales time and their production systems</p> <p>CO4: Appraise the growth of the Indian Film industry, and examine movie planning for merchandising</p> <p>CO5: Test and estimate the value the social media marketing</p>
CORE VIII	BROADCAST LAW AND ETHICS	<p>CO1: Examine the impact of media laws and broadcasting rules and regulations in India</p> <p>CO2: Outline the ethical values in Broadcasting and defend ethical decision making with case studies</p> <p>CO3: Appraise the laws governing the broadcasting media in India and apply legal aspects to visual media</p> <p>CO4: Analyse ownership patterns and relate guidelines governing the broadcast industry to media organisations</p> <p>CO5: Evaluate the need for Cyber laws in India and recommend solutions for cybercrime-related issues</p>
CORE IX	TELEVISION PRODUCTION	<p>CO1: Examine the nature of television medium with its types of telecasting</p> <p>CO2: Distinguish between the production environment in studio and outdoor production</p> <p>CO3: Assess the nature of lighting techniques, usage of filters and reflectors</p> <p>CO4: Apply the basic editing techniques in projects</p> <p>CO5: Evaluate the three stages of Video production</p>
CORE X	VIDEOGRAPHY	<p>CO1: Evaluate the basic visual and conceptual elements that are common to all works of art</p> <p>CO2: Demonstrate knowledge of digital video camera operation, lighting and shooting techniques and digital video editing software</p> <p>CO3: Formulate concepts and execute video recording</p> <p>CO4: Assess shows of various genres and formats</p> <p>CO5: Produce TV shows with own concepts</p>
ALLIED IV	INTERACTIVE MULTIMEDIA	<p>CO1: Design and experiment with graphic design basics for the web</p> <p>CO2: Demonstrate core visual skills proficiency and apply it in designing web pages</p>



		<p>CO3: Recommend the industry requirements in computing designs and storytelling ideas and produce the interactive media content.</p> <p>CO4: Demonstrate and test the application of editing software in designing projects</p> <p>CO5: Appraise the techniques for interactive media design, experiment with the software and modify design</p>
ELECTIVE II (INTER DISCIPLINARY ELECTIVE)	RADIO PROGRAMMING	<p>CO1: Assess the structure and functioning of radio industry in India</p> <p>CO2: Appraise the various programming skills of different radio programs</p> <p>CO3: Demonstrate vocal skills required to anchor and produce any radio program</p> <p>CO4: Produce different sound effects and integrate them into programming to compose quality sound</p> <p>CO5: Investigate the quality of sound demonstrated in broadcasting techniques and compose sound recording</p>
CORE XI	3D BASICS AND SPECIAL EFFECTS	<p>CO1: Examine the basic concepts of 3D and design logos, and create objects using modifiers.</p> <p>CO2: Extend a 3D environment and experiment by integrating various techniques</p> <p>CO3: Implement working knowledge on Studio 3D max</p> <p>CO4: Integrate camera techniques and lighting in 3D</p> <p>CO5: Apply and test rendering engines in practical projects</p>
CORE XII	VIDEO PRODUCTION	<p>CO1: Show knowledge of digital video camera operation, lighting, shooting techniques and digital video editing software</p> <p>CO2: Demonstrate design skills associated with production techniques including shooting, logging, capturing, editing and sound</p> <p>CO3: Present a variety of effects including compositing, motion effects, text generation and color correction</p> <p>CO4: Exhibit knowledge of operating audio production equipment for projects</p> <p>CO5: Integrate the advanced production techniques into producing video productions.</p>
CORE XIII	MEDIA AESTHETICS	<p>CO1: Evaluate the need for and practices of media aesthetics</p> <p>CO2: Assess the aesthetic viewing experiences in film and television</p>



		<p>CO3: Analyse the aesthetic orientation functions of light and colour</p> <p>CO4: Examine the connection between camera angles, and psychological uses of camera functions</p> <p>CO5: Evaluate the film structure for different genres and styles</p>
CORE XIV	VIDEO EDITING	<p>CO1: Outline the differences between various editing functions</p> <p>CO2: Relate and summarise the editing preparation and process</p> <p>CO3: Evaluate the editing accessories, concepts and standards in sound editing</p> <p>CO4: Assess the impact of continuity editing and complexity editing</p> <p>CO5: Combine sound, visuals and graphics using latest software</p>
ELECTIVE III	AD PRODUCTION	<p>CO1: Combine the elements of creative applications in the production of Ad Films</p> <p>CO2: Examine the creative strategy process and its stages in TV and Radio commercial production</p> <p>CO3: Formulate production techniques for Radio and Television Commercials, Jingles, Animation and Special Effects</p> <p>CO4: Design effective communication for various advertising approaches in television and other multimedia communication</p> <p>CO5: Assess effective visual language in advertising production</p>
CORE XV	ELEMENTS OF FILM STUDIES	<p>CO1: Assess the growth of Indian film industry and International film industries</p> <p>CO2: Summarise the filmmaking process</p> <p>CO3: Compose the arrangement of the scenery, props etc on the stage of a theatrical production or on the set of a film.</p> <p>CO4: Examine the various forms and principles in films.</p> <p>CO5: Demonstrate the importance of style as a formal system</p>
CORE XVI	MEDIA MANAGEMENT	<p>CO1: Illustrate the structure of a media organization, its design and ownership.</p> <p>CO2: Outline the nature of media entrepreneurship in the era of new media and technology</p> <p>CO3: Evaluate the economics of media, economic forces, managing revenue and cost factors</p>



		<p>CO4: Examine and test the adoption of project management in Media houses</p> <p>CO5: Research and investigate programming strategies in different media to apply different promotional techniques</p>
CORE XVII	ADVANCED 3D SPECIALISATION	<p>CO1: Create and form an idea ad, short film, interactive site, web banner that uses animation</p> <p>CO2: Prepare advance compositing skills with a focus on various pipeline workflows and shot finishing</p> <p>CO3: Evaluate key visual effects technologies and how they are used to create advanced visual effects</p> <p>CO4: Design and execute delivery guidelines for Feature film and television production pipelines</p> <p>CO5: Compose a shot using multiple render passes created from 3D packages</p>
	VIDEO SPECIALISATION	<p>CO1: Demonstrate skills required to create quality media productions in story development</p> <p>CO2: Create concepts, related to various modes of production (Documentary, Short film, Docudrama)</p> <p>CO3: Develop project ideas, treatments to set up with professional lighting techniques</p> <p>CO4: Evaluate skills required to create quality media using appropriate techniques in production design and Cinematography</p> <p>CO5: Manage post-production process of audio and video editing</p>
	AUDIO SPECIALISATION	<p>CO1: Demonstrate knowledge of the history of sound recording technology</p> <p>CO2: Integrate theoretical concepts with hands-on experience in the field of sound recording for programmes like Podcasting, Radio Drama, Documentary, Jingles</p> <p>CO3: Examine production values of professionally produced programs</p> <p>CO4: Design digital audio editing and mixing, and operate basic audio equipment such as microphones, mixers, digital audio workstations</p> <p>CO5: Show proficiency with sound reinforcement techniques</p>
CORE XVIII	APPRECIATION AND ANALYTICAL STUDY OF MEDIA	<p>CO1: Evaluate the story and meaning integrated in films</p> <p>CO2: Examine the elements of film genres</p> <p>CO3: Critique the psychological aspects involved in making films</p> <p>CO4: Deconstruct the meaning integrated in film visuals</p>



		CO5: Research the embedded meanings and compositions in the films and recommend experimental techniques for productions
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PROGRAMME NAME: B.A JOURNALISM

Under Graduate Programme in Arts with specialisation in Journalism

PROGRAMME SPECIFIC OUTCOMES (PSOs)

On completion of the B.A Journalism programme students will be able to

PSO1	Develop relevant skill sets through hands-on experience in reporting, writing and editing.
PSO2	Apply critical thinking skills to present professionally competent analysis of newsworthy events/policies in journalism careers.
PSO3	Demonstrate self-awareness through professional ethics, and by developing community and nation-building initiatives.
PSO4	Integrate journalistic training and technical knowhow to add strategic value on entering the industry, and emerge as successful women media professionals.
PSO5	Demonstrate anticipatory planning by leveraging the undergraduate degree for advanced degrees in premier educational institutions, and gain recognition as women academicians.



COURSE OUTCOMES (COs)

On completion of the course students will be able to

COURSE COMPONENT	COURSE	COURSE OUTCOMES
CORE I	BASICS OF JOURNALISM	CO1: Critique the news industry in India; discuss the process of newspaper production. CO2: Evaluate news values, acquire skills of reporting; support ethical practice. CO3: Develop feature story ideas; apply the skills of writing a news story. CO4: Develop story ideas for the beat of interest. CO5: Evaluate news stories for newsworthiness; apply editing skills for final copy.
CORE II	REPORTING AND WRITING	CO1: Identify news stories and developments, and justify newsworthiness. CO2: Apply principles of news judgement to identify prominent newsmakers. CO3: Research public opinion on topical issues. CO4: Examine current developments through the news feature and human interest story formats. CO5: Apply principles of newswriting and editing to produce news stories in various formats.
ALLIED I	HISTORY OF PRESS IN INDIA	CO1: Critique the advent of press in India. CO2: Evaluate the role of Press in the reform movement and social awakening. CO3: Debate the contribution of press in freedom struggle. CO4: Critique Press laws and Commissions. CO5: Evaluate post independent news media in India.
CORE III	PUBLICATION DESIGN AND DESKTOP PUBLISHING	CO1: Apply ethical guidelines to create an editorial policy and prepare a style sheet. CO2: Deconstruct professional publications to understand newspaper planning. CO3: Demonstrate basic skills required for journalism through reporting, writing and copy-editing. CO4: Demonstrate design and layout skills to produce print publications. CO5: Produce a broadsheet with due consideration for commercial and public service objectives.



CORE IV	PHOTO JOURNALISM	<p>CO1: Identify types of camera/ lenses and its operations.</p> <p>CO2: Apply indoor and outdoor lighting and design with light.</p> <p>CO3: Analyse professional photojournalism and visual reporting.</p> <p>CO4: Plan composition, content, framing, editing of pictures and digital photography.</p> <p>CO5: Produce an individual album with news-based photographs.</p>
ALLIED II	SOCIAL ISSUES IN INDIA	<p>CO1: Critique the root causes of social issues.</p> <p>CO2: Criticise caste system and social stratifications; discuss protective discrimination.</p> <p>CO3: Debate existing religion and minority issues in a secular society.</p> <p>CO4: Evaluate the role of media in the coverage of social problems.</p> <p>CO5: Demonstrate emotional intelligence regarding gender and related issues.</p>
CORE V	POLITICAL ISSUES IN INDIA	<p>CO1: Critically analyse political news developments.</p> <p>CO2: Identify topical issues in the political arena.</p> <p>CO3: Apply news selection, reporting and writing principles to cover the political issues chosen.</p> <p>CO4: Develop style guidelines and implement them to design tabloid layout.</p> <p>CO5: Produce a tabloid with current political stories.</p>
ALLIED III	INTRODUCTION TO INDIAN CONSTITUTION	<p>CO1: Critique the nature and scope of Indian Constitution relating to Fundamental Rights, Duties, and Directive Principles.</p> <p>CO2: Critically examine the federal system.</p> <p>CO3: Argue the merits of Parliamentary form of Government.</p> <p>CO4: Critique the Judiciary as the third pillar of democracy.</p> <p>CO5: Critically examine the party system in India and debate on the concept of coalition Government.</p>



ELECTIVE I	REPORTING FOR RADIO	<p>CO1: Identify topical issues to cover through the audio medium.</p> <p>CO2: Break down professional radio news programmes and documentaries to understand radio grammar.</p> <p>CO3: Identify sources and write radio scripts in various formats.</p> <p>CO4: Demonstrate technical skills to record and edit radio content.</p> <p>CO5: Produce a news-based radio package.</p>
CORE VI	BUSINESS REPORTING	<p>CO1: Develop sources of news and identify major news-producing sectors.</p> <p>CO2: Examine reporting and writing techniques deployed in professional business publications.</p> <p>CO3: Research companies' history and prepare for press conferences.</p> <p>CO4: Analyse companies' financial statements.</p> <p>CO5: Apply newswriting and news design techniques to produce business journal on selected sector.</p>
ALLIED IV	ECONOMIC ISSUES IN INDIA	<p>CO1: Critique the Indian economy as a mixed economy.</p> <p>CO2: Evaluate economic policies.</p> <p>CO3: Evaluate economic reforms, union budget; critique globalization and foreign trade policy.</p> <p>CO4: Critique the banking system in India.</p> <p>CO5: Appraise the financial system in India, evaluate capital markets and stock exchange.</p>
ELECTIVE II (INTER DISCIPLINARY ELECTIVE II)	MEDIA RELATIONS	<p>CO1: Argue the importance of interpersonal communication and mass communication.</p> <p>CO2: Critique and understand the media environment.</p> <p>CO3: Formulate media relation strategies and explain need for media research and ethics.</p> <p>CO4: Develop reporting and editing skills.</p> <p>CO5: Plan and conduct media events.</p>
CORE VII	MEDIA RESEARCH	<p>CO1: Identify the importance of media research and define hypothesis and variables.</p> <p>CO2: Outline various methods of research.</p> <p>CO3: Apply research principles in print media, radio and television.</p> <p>CO4: Formulate research plan in approved area and execute research methodologies learnt.</p> <p>CO5: Execute research project and write the research report using APA reference style.</p>



CORE VIII	CURRENT AFFAIRS I	<p>CO1: Research information on current issues (political, economic, business, international, environmental and Sports issues) covered by national newspapers and magazines.</p> <p>CO2: Evaluate various issues being covered by the press</p> <p>CO3: Critically examine and present information on selected current issue.</p> <p>CO4: Deconstruct and integrate connected news developments.</p> <p>CO5: Develop special projects on crucial current issues.</p>
CORE IX	PRINT JOURNAL	<p>CO1: Identify topical themes for the journal.</p> <p>CO2: Analyse general interest and special interest professional journals for blueprints</p> <p>CO3: Assemble background research, report, write and edit stories.</p> <p>CO4: Apply news design principles to plan the layout of the journal</p> <p>CO5: Produce a complete theme-based journal.</p>
CORE X	INTERNATIONAL RELATIONS	<p>CO1: Evaluate the domain of International Relations and approaches to the study.</p> <p>CO2: Debate globalisation and the future of global politics.</p> <p>CO3: Evaluate resource issues, cooperative and sustainable development.</p> <p>CO4: Appraise the security and insecurity in the contemporary world and establish the role of UN in maintaining peace.</p> <p>CO5: Critically analyse India's relations with neighbouring countries.</p>
ELECTIVE III	REPORTING FOR TELEVISION	<p>CO1: Generate ideas and plan content for a television news feature.</p> <p>CO2: Compile background research required for television news feature.</p> <p>CO3: Deconstruct professional TV news programmes and documentaries to refine video production techniques.</p> <p>CO4: Write script and identify sources for the programme.</p> <p>CO5: Apply journalistic principles and technical skills to produce a television news feature.</p>



CORE XI	MEDIA LAW AND ETHICS	<p>CO1: Evaluate the role and power of the mass media.</p> <p>CO2: Critique the role and status of media in democracy.</p> <p>CO3: Debate provisions of Acts relating to media.</p> <p>CO4: Evaluate the code of Ethics for Journalism, broadcasting and analyse case studies in media ethics.</p> <p>CO5: Critically analyse trends in journalism.</p>
CORE XII	MEDIA AND SOCIETY	<p>CO1: Discuss Media and Society theories and their impact over space and time.</p> <p>CO2: Construct the idea of media audience and critique theories of audience.</p> <p>CO3: Deconstruct media text.</p> <p>CO4: Critique popular culture.</p> <p>CO5: Compile changing media technologies and analyse trends in Journalism.</p>
CORE XIII	SPECIALISATION (SPORTS/ DEVELOPMENT/ LIFESTYLE)	<p>CO1: Identify the specialisation of choice, and the beat within the category.</p> <p>CO2: Break down the theme into news stories, justifying newsworthiness.</p> <p>CO3: Research the coverage given to the beat by newspapers, news magazines, and websites.</p> <p>CO4: Assemble extensive background research, report, write and edit stories.</p> <p>CO5: Compile the project report, and summarise newsworthiness for each component.</p>
CORE XIV	CURRENT AFFAIRS II	<p>CO1: Compile current issues covered by mainstream media</p> <p>CO2: Analyse and report on current issues.</p> <p>CO3: Critically examine and present information on selected current issues.</p> <p>CO4: Debate and discuss the topic presented.</p> <p>CO5: Develop an overview of the current issues faced by society and reported by news media.</p>



CORE XV	NEW MEDIA JOURNALISM	<p>CO1: Generate ideas for content and stories for online journal.</p> <p>CO2: Present detailed proposal with justification of newsworthiness.</p> <p>CO3: Compile extensive background research, report, write and edit stories</p> <p>CO4: Analyse professional news websites to identify online design principles</p> <p>CO5: Create a news website displaying the news stories produced in various formats.</p>
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DEPARTMENT OF FOOD SCIENCE

POST GRADUATE PROGRAMME

PROGRAMME NAME: M.SC. FOOD TECHNOLOGY AND MANAGEMENT

PROGRAMME OUTCOMES (POs)

- PO1:** Propose and utilize management principles in food processing and production.
- PO2:** Examine global and national regulations in food quality and safety.
- PO3:** Competently work with professionals in related fields of post-harvest handling and processing of foods.
- PO4:** Gain research and analytical skill sets in designing new food products considering the environmental concerns and sustainability goals of the future.
- PO5:** Exhibit collaborative competency and professional ethics while performing scientific experiments, documenting data and dissemination of the same to the stakeholders.
- PO6:** Demonstrate integrated problem solving competency to establish as empowered women food scientists, research associates, food quality control/assurance officers and independent entrepreneurs.
- PO7:** Demonstrate ability to work as trained and skilled professionals in food processing sector.
- PO8:** Critically access, analyze and disseminate information on food science and nutrition in an innovative and ethical way.
- PO9:** Create individuals with appreciation for independent and lifelong learning to meet challenges in technological advances.

PROGRAMME SPECIFIC OUTCOMES (PSOs)

On completion of the M.Sc. Food Technology and Management programme students will be able to

PSO1	Recognize and appreciate the relationship of management principles in food production processes from raw material to finished product.
PSO2	Anticipate and examine regulations in food quality and cutting edge technologies in the realm of food analytics.
PSO3	Develop strategic competency and research skill sets in designing new food products considering the environmental concerns and sustainability goals of the future.
PSO4	Exhibit collaborative competency and professional ethics while performing scientific experiments, documenting data and dissemination of the same to the stakeholders.
PSO5	Develop integrated problem solving competency to establish as food scientists, research associates, food quality control/assurance officers and independent entrepreneurs to have women empowerment with a successful career.

COURSE OUTCOMES (COs)

On completion of the course students will be able to

COURSE COMPONENT	COURSE	COURSE OUTCOME
CORE I	FOOD CHEMISTRY AND NUTRITION (THEORY & PRACTICAL)	<p>CO1: Relate the structure of water to its fundamental and unusual properties and analyse the influence of water activity on food quality and stability.</p> <p>CO2: Appraise the properties of carbohydrates, proteins and lipids to achieve sustainable food processing.</p> <p>CO3: Critique the factors affecting stability of vitamins and minerals during processing and their functional role in foods.</p> <p>CO4: Investigate measures to rectify deficiency diseases by appraising the</p>



		<p>sources and functions of essential nutrients contributing to the sustainable goal of improved nutrition.</p> <p>CO5: Estimate the energy requirements and protein needs of the body and analyse the methods to evaluate protein quality.</p>
CORE II	<p>FOOD AND INDUSTRIAL MICROBIOLOGY</p> <p>(THEORY & PRACTICAL)</p>	<p>CO1: Examine food spoilage and demonstrate the ability to suggest preventive measures ensuring sustainable food future.</p> <p>CO2: Outline the microbial growth processes during fermentation in food.</p> <p>CO3: Develop fortified products utilizing microbial production of nutrients to meet the global challenge of nutritious food.</p> <p>CO4: Differentiate various methods of detection of microbes in foods.</p> <p>CO5: Evaluate the types of fermentation and fermenters used in the food industry.</p>
CORE III	<p>PRINCIPLES OF FOOD PROCESSING – I</p>	<p>CO1: Relate the properties of food to processing theory and appraise the effects of processing on sensory characteristics and nutritional properties of foods</p> <p>CO2: Outline the raw material preparation and its effect on processing equipment selection.</p> <p>CO3: Analyze various unit operations and the scientific principles of moist heat processing.</p> <p>CO4: Evaluate and apply the scientific principle of drying, baking and frying process in sustainable food processing operations.</p> <p>CO5: Appraise and apply the processing and preservation of food by low temperature and fermentation technology to reduce food loss and achieve sustainable food production.</p>
CORE IV	<p>FOOD QUALITY SYSTEMS</p>	<p>CO1: Outline food quality attributes and plot subjective and objective methods to determine the same.</p> <p>CO2: Appraise and implement global and national food safety and quality management systems and food laws ensuring food quality and professional ethics at all times.</p>



		<p>CO3: Design and implement tools and techniques namely TQM, SQM, Six Sigma to improve food quality.</p> <p>CO4: Evaluate and create practical approaches in HACCP design systems for product and process quality control.</p> <p>CO5: Propose practices in sanitation and standard operating procedures for food industries.</p>
CORE V	MANAGEMENT PRACTICES FOR FOOD INDUSTRIES	<p>CO1: Analyze and apply the principles of management across all levels in the food industry.</p> <p>CO2: Examine the various production techniques used in the food industry and implement the best technique for optimum utilization of available resources resulting in cost -reduction.</p> <p>CO3: Compare the financial options available in the market to raise finance for running food industries.</p> <p>CO4: Examine and predict the marketing environment and formulate various marketing strategies related to branding and packaging, sales promotion, advertising, and product pricing ensuring professional ethics and human values at all times.</p> <p>CO5: Develop the concepts of human resource management and devise different policies in recruitment / training of personnel.</p>
ELECTIVE I	FOOD BIOTECHNOLOGY	<p>CO1: Examine the concepts of molecular biology to develop biotechnology based solutions to complex problems related to environment, agriculture, human health and well-being.</p> <p>CO2: Outline the techniques and tools in recombinant DNA technology and its use in gene transfer techniques.</p> <p>CO3: Appraise the knowledge on transgenic organisms and tissue culture and critique on its ethical and biological safety issues and application in food and nutrition.</p> <p>CO4: Outline the applications of enzymes in the food industry and relate the concept</p>



		<p>of immobilised enzymes to enzyme engineering.</p> <p>CO5: Select various online tools and programs for analysis and interpretation of biological data.</p>
CORE VI	<p>TECHNIQUES IN FOOD ANALYSIS</p> <p>(THEORY & PRACTICAL)</p>	<p>CO1: Compare and contrast different sampling methods/techniques used in food and nutrition research.</p> <p>CO2: Compare and contrast various spectroscopic techniques for food analysis.</p> <p>CO3: Discriminate and defend the use of one chromatographic technique over the other in analysis.</p> <p>CO4: Appraise and recommend the separation techniques according to the intended use in analysis.</p> <p>CO5: Integrate the skills in food analytical procedures into the food quality control sector globally.</p>
CORE VII	<p>FRUIT AND VEGETABLE TECHNOLOGY</p> <p>(THEORY & PRACTICAL)</p>	<p>CO1: Examine product and process related factors in the processing of fruits and vegetables for quality management of end products.</p> <p>CO2: Appraise and formulate industrial processing of fruits and vegetables for pulp, puree and concentrates to achieve global food sustainability.</p> <p>CO3: Appraise and develop pickles, chutney and sauces utilizing regional fruits and vegetables, strengthening local industry and reducing food waste.</p> <p>CO4: Identify and create techniques for processing of fruits to value added products.</p> <p>CO5: Recommend various methods of storage that assist in prolonging the shelf-life of fruit and vegetables.</p>
CORE VIII	<p>PRINCIPLES OF FOOD PROCESSING – II</p>	<p>CO1: Evaluate different emerging techniques used in food processing and preservation.</p> <p>CO2: Analyze and apply post processing operations to food products for sustained processed food quality.</p> <p>CO3: Design packaging to suit the needs of the processed products.</p>



		<p>CO4: Recommend suitable techniques in filling and sealing of containers ensuring product quality.</p> <p>CO5: Select suitable material handling procedures aiming for increased and sustainable productivity.</p>
CORE IX	FOOD ADDITIVES AND INGREDIENTS	<p>CO1: Critique the risks and benefits and global applications of food additives in the context of packaged foods.</p> <p>CO2: Identify, defend and plan the applications of preservatives, sweeteners and emulsifiers in food processing.</p> <p>CO3: Compare and contrast the uses of natural and synthetic colours in the food industry and investigate the challenges in their application.</p> <p>CO4: Investigate the generation of flavours during food processing.</p> <p>CO5: Outline and criticize global and national laws and regulations ensuring health, safe and sustainable food and ethics in the use of food additives.</p>
ELECTIVE II	MARKETING AND ADVERTISING	<p>CO1: Examine and apply marketing principles and practices in the global context.</p> <p>CO2: Analyze overall marketing, planning and organization for the success of an enterprise.</p> <p>CO3: Evaluate various decisions concerning product, packaging and branding in the success of a new product launch.</p> <p>CO4: Examine and design various promotional management strategies for enhancing product life cycle.</p> <p>CO5: Recommend and propose suitable techniques for advertisement planning and execution.</p>
ELECTIVE III	NUTRITIONAL BIOCHEMISTRY (THEORY & PRACTICAL)	<p>CO1: Apply laws of thermodynamics to biochemical systems and outline electron transport chain.</p> <p>CO2: Strategize the knowledge on carbohydrate metabolism for better health and nutrition management.</p> <p>CO3: Investigate the multifaceted nature of lipid metabolism and its disorders.</p>



		<p>CO4: Outline the metabolic breakdown and biosynthesis of amino acids and their disorders and examine the mechanism of integration and regulation of metabolic pathways.</p> <p>CO5: Evaluate mechanisms involved in maintenance of water, electrolyte and acid base balance and consequences of their imbalances.</p>
CORE X	CEREALS, PULSES AND OILSEEDS TECHNOLOGY	<p>CO1: Analyze and relate the utilization trends, composition and properties of cereals, pulses and oil seeds to sustainable innovations in processing.</p> <p>CO2: Appraise and apply sustainable processing methods and quality evaluation of wheat and its by-products to meet the global demand.</p> <p>CO3: Relate the physicochemical characteristics of rice to milling properties and select suitable milling technologies to achieve economic growth.</p> <p>CO4: Outline processing technology to develop value added millet based products.</p> <p>CO5: Outline the technology of processing legumes and oil seeds and develop low cost protein foods.</p>
CORE XI	MILK AND MILK PRODUCTS TECHNOLOGY	<p>CO1: Examine and apply the quality control measures and technologies of processing market milk and special milks to achieve sustainable processing.</p> <p>CO2: Judge and grade the quality of condensed and dried milk and outline the methods of manufacture.</p> <p>CO3: Outline the techniques in manufacturing and quality analysis of cream and butter.</p> <p>CO4: Examine the methods of manufacture of ice cream and cheese and critique on the quality defects.</p> <p>CO5: Appraise the methods of manufacture and develop indigenous milk products as value addition to milk and gain substantial employment opportunities.</p>
CORE XII	MEAT, POULTRY AND FISH TECHNOLOGY	<p>CO1: Outline the nutritional characteristics, handling, processing, and preservation methods for eggs.</p>



		<p>CO2: Classify meat and examine the biochemical changes in meat after ethical slaughtering.</p> <p>CO3: Recommend the preservation methods of meat and analyze the role of novel technologies for sustainable meat production.</p> <p>CO4: Investigate the quality characteristics of poultry products and equipment used for processing operations for global food safety.</p> <p>CO5: Analyze and implement the techniques for handling, processing, and preserving fish products.</p>
CORE XIII	RESEARCH METHODOLOGY	<p>CO1: Investigate complex issues inherent in selecting a research problem, analyze concepts salient to the research process integrated with research ethics.</p> <p>CO2: Relate the mode of data collection to objectives, funds and precision required and choose an appropriate one for any research in hand.</p> <p>CO3: Develop suitable measurement tools, choose appropriate scaling techniques for social science research and apply concepts of sampling to minimize the errors in data collection.</p> <p>CO4: Analyse and interpret the data collected using various statistical tests.</p> <p>CO5: Generate the results of the research in an organised manner using charts, diagrams, frequency tables.</p>
ELECTIVE IV	<p>BAKERY AND CONFECTIONERY TECHNOLOGY</p> <p>(THEORY & PRACTICAL)</p>	<p>CO1: Investigate and apply quality parameters of raw ingredients and their rheological properties to appropriate end use</p> <p>CO2: Apply and evaluate baked products on various quality parameters.</p> <p>CO3: Analyse and interpret the quality characteristics of confectionery ingredients.</p> <p>CO4: Device method for evaluation of baked products like cakes, cookies, breads, biscuits.</p> <p>CO5: Design and produce various baked products and confectionery for sustainable and ethical business practices.</p>



ELECTIVE V	FOOD PRODUCT DEVELOPMENT (THEORY & PRACTICAL)	<p>CO1: Examine changes in food trends and prototypes to support new product development.</p> <p>CO2: Investigate various aspects of marketing research in product launch and positioning.</p> <p>CO3: Analyse and predict consumer behaviour and decision making process to identify market challenges and opportunities.</p> <p>CO4: Develop product specifications and attributes for undertaking new product development projects.</p> <p>CO5: Plan and design for sensory evaluation and sensory tests to support research and development, quality control, marketing and success of new products.</p>
ELECTIVE VI	BEVERAGE TECHNOLOGY	<p>CO1: Examine the global trends in the beverage industry and investigate the uses of various ingredients in beverage formulations.</p> <p>CO2: Create functional and specialty beverages utilizing functional ingredients to meet the global market needs.</p> <p>CO3: Design specialty beverages based on tea, coffee, cocoa, spices and sports drinks.</p> <p>CO4: Critique the quality and manufacturing process of alcoholic beverages.</p> <p>CO5: Evaluate the quality standards of packaged drinking water.</p>
ELECTIVE VII	PLANTATION CROPS AND SPICES TECHNOLOGY	<p>CO1: Outline the methods of manufacture of coffee powder and instant coffee.</p> <p>CO2: Examine the chemistry and technology of processing tea and quality evaluation.</p> <p>CO3: Evaluate the processing of cocoa, technology of chocolate manufacture and quality evaluation.</p> <p>CO4: Appraise post-harvest handling and processing steps of major spices, extraction methods of essential oils and oleoresins that improves economy.</p>



		CO5: Analyse and Apply sustainable processing techniques and quality control measures in handling minor spices.
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DEPARTMENT OF FOOD SCIENCE

UNDER GRADUATE PROGRAMME

PROGRAMME NAME: B.SC. FOOD SCIENCE AND MANAGEMENT

PROGRAMME OUTCOMES (POs)

- PO1:** Demonstrate knowledge in core areas of Food Science and Management to develop competency in production, processing and managerial areas of food related industries.
- PO2:** Apply management theories and legal standards in fostering women entrepreneurial skills in food processing domains.
- PO3:** Gain practical skills in evaluating biochemical properties of food through Food analytical techniques.
- PO4:** Utilize laboratory techniques for identification of micro- organisms in food for ensuring food safety.
- PO5:** Appraise the knowledge on regulatory standards, food laws and sanitation practices to assure quality control in the Food industry.
- PO6:** Adapt and extend the knowledge on human nutrition and therapeutic diets to improve the wellness of the community.
- PO7:** Integrate and apply the ethical principles and norms of hygienic food production, handling, packaging, storage, and marketing to ensure food sustainability.
- PO8:** Apply the supply chain theories, practices and concepts for understanding the centralized management of flow of goods and services in the food industry.



PO9: Explore the multidisciplinary scope in Food Science and nutrition for higher education and career opportunities.

PROGRAMME SPECIFIC OUTCOMES (PSOs)

On completion of B.Sc. Food Science and Management programme student will be able to

PSO1	Associate and reflect on the fundamental principles of Food Science, Nutrition, Food Processing and Food Quality Systems with relevance to future trends in food industry.
PSO2	Apply management theories and legal standards in fostering women entrepreneurial skills in food processing domains.
PSO3	Develop strategic competency in food analytical techniques to ensure quality and safety.
PSO4	Integrate and apply the ethical principles and norms of hygienic food production, handling, storage, and marketing to ensure food sustainability.
PSO5	Develop depth and focus in Food Science discipline and encourage students for pursuing advanced studies in National and International Institutions.

COURSE OUTCOMES (COs)

On completion of the course students will be able to

COURSE COMPONENT	COURSE	COURSE OUTCOMES
CORE I	BASICS OF FOOD PREPARATION (THEORY & PRACTICAL)	CO1: Outline the food principles, concepts in flavour building, types of menus, steps involved in standardization of recipes and food costing. CO2: Classify equipment employed in food handling procedures and examine the food hazards, safety and sanitation at the workplace. CO3: Outline the different methods for preparing stocks, soups and salads. CO4: Compare the methods of cooking grains and legumes and develop different styles of sandwich making.



		<p>CO5: Present the general rules of handling fruits and vegetables in food preparation and evaluate the quality changes during cooking and storage.</p>
CORE II	PRINCIPLES OF MANAGEMENT	<p>CO1: Examine the roles, skills, qualities and competencies required for a manager in a global context and integrate management principles into management practices.</p> <p>CO2: Resolve managerial problems and propose solutions through systematic planning and decision making.</p> <p>CO3: Categorize the various types, components and complexities of an organization's structure and analyse its impact on the manager.</p> <p>CO4: Assess managerial practices and choices relative to staffing, motivation and alternative leadership styles to take ethical decisions that shall enable sustainable growth.</p> <p>CO5: Examine the importance of coordination and outline the various methods of control available to the manager.</p>
ALLIED I	PHYSICAL SCIENCES OF FOOD (THEORY & PRACTICAL)	<p>CO1: Appraise the physical variables in food like mass, weight, volume, density, specific gravity, and prepare standard solutions.</p> <p>CO2: Apply the concepts of chemical bonding and evaluate the implications of bonding on physical properties of food molecules.</p> <p>CO3: 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>CO4: Analyse 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>CO5: Explain the principles of pH and buffers and evaluate its importance in foods.</p>
CORE III	FOOD SCIENCE-I (THEORY & PRACTICAL)	<p>CO1: Outline the basics of Food Science, functions of food and nutraceuticals and their role in relation to health.</p> <p>CO2: Examine the composition and nutritive value of cereals and sugars and demonstrate their role in cookery.</p> <p>CO3: Compare the composition and nutritive value of pulses and legumes and evaluate the toxic constituents present in them.</p> <p>CO4: Illustrate the composition, nutritive value, and method of oil extraction of nuts and oilseeds, and critique the role of nuts in cookery.</p> <p>CO5: Analyse the functions of spices based on the active components present and classify beverages</p>



CORE IV	BASIC PHYSIOLOGY	<p>CO1: Outline the structural organization in the human body and the concept of homeostasis</p> <p>CO2: Examine the anatomy and physiology of heart and its functions.</p> <p>CO3: Integrate the concepts of muscle strength, power and endurance in exercise metabolism; Relate the functioning of respiratory organs and the mechanism of gaseous exchange.</p> <p>CO4: Outline the functions of excretory system and reproductive system.</p> <p>CO5: Integrate the anatomy and physiology of sense organs and outline the functioning of endocrine glands.</p>
ALLIED II	FOOD CHEMISTRY (THEORY & PRACTICAL)	<p>CO1: Analyze the physio-chemical properties of water, interaction of water with food components and its influence on food quality and stability.</p> <p>CO2: Outline the properties and functions of food carbohydrates</p> <p>CO3: Appraise and test the properties, deterioration of fats and lipids and modifications of fat to achieve sustainable food processing.</p> <p>CO4: Classify amino acids and proteins and evaluate their properties and functional role.</p> <p>CO5: Classify vitamins and minerals and critique the factors affecting stability of vitamins and minerals during processing.</p>
NON-MAJOR ELECTIVE I	EMERGING FOOD TRENDS –I	<p>CO1: Integrate the knowledge on Farm to fork global connect, major ingredients and different culinary styles.</p> <p>CO2: Categorise the staple food and culinary style of Indian and International cuisine.</p> <p>CO3: Outline the needs of consumer and role of media in diet and lifestyle.</p> <p>CO4: Analyse the food trends and consumption pattern to plan methods to revive the traditional food.</p> <p>CO5: Integrate the knowledge on convenience foods and identify different methods to track emerging trends in convenient foods.</p>
NON-MAJOR ELECTIVE II	EMERGING FOOD TRENDS -II	<p>CO1: Outline the role of Food quality management systems like FSSAI in food safety and certification.</p> <p>CO2: Integrate the knowledge on food photography and styling and present the step-by-step styling of a food shoot.</p> <p>CO3: Compile the recent trends like Food blogging, 3D Printing and Molecular Gastronomy to have a better consumer choice in food selection.</p> <p>CO4: Outline the innovations in packaging and analyse its impact on the environment.</p> <p>CO5: Appraise the understanding on food label and interpret the label correctly.</p>



CORE V	FOOD SCIENCE –II (THEORY & PRACTICAL)	<p>CO1: Examine the composition, nutritive value of milk and milk products.</p> <p>CO2: Categorise egg and fleshy foods and discuss their role in cooking.</p> <p>CO3: Evaluate the physico-chemical changes in vegetables and fruits during food preparation.</p> <p>CO4: Critique the role of preservatives, flavouring agents and emulsifiers in the food industry.</p> <p>CO5: Integrate the global trends in food technology for the development of convenient foods.</p>
CORE VI	FOOD MICROBIOLOGY (THEORY & PRACTICAL)	<p>CO1: Examine the characteristics of significant microorganisms and explain the scope of food microbiology.</p> <p>CO2: Outline the factors affecting the growth and survival of microorganisms and their association with food spoilage.</p> <p>CO3: Critique the measures to control the growth of microorganisms.</p> <p>CO4: Categorise the different food borne diseases with reference to species of microorganisms and its effects in human health.</p> <p>CO5: Develop the ability to formulate microbial foods applying the knowledge about beneficial microorganisms.</p>
CORE VII	FOOD MERCHANDISING	<p>CO1: Analyse the global trends in marketing and its effect on consumers' lifestyle and demand for food products.</p> <p>CO2: Design the strategies of production and marketing in the retail sector and evaluate the importance of consumer demand</p> <p>CO3: Test the marketing and management tool in food merchandising and compare private brands.</p> <p>CO4: Outline the basic principles in store design and display and, relate the importance of environmental friendly initiatives for creating sustainable retail store design.</p> <p>CO5: Explain signage and errors in display using the elements of design and construct a model.</p>
ALLIED III	INTRODUCTORY NUTRITION	<p>CO1: Outline the functions of carbohydrates and energy balance and relate their role in human nutrition.</p> <p>CO2: Categorize proteins and lipids and explain its functions</p> <p>CO3: Combine the concept of water and electrolyte balance and classify micronutrients.</p> <p>CO4: Outline the role of nutrition through life cycle.</p> <p>CO5: Integrate the requirements and functions of nutrients in growing years.</p>
ELECTIVE I	BAKING SCIENCE AND TECHNIQUES	<p>CO1: Outline the baking principles and list all the equipment and tools used in baking.</p> <p>CO2: Evaluate the role of ingredients in baking.</p> <p>CO3: Compare and contrast the preparation methods of dough and tarts.</p>



	(THEORY & PRACTICAL)	<p>CO4: Develop quality breads through efficient bread making process.</p> <p>CO5: Demonstrate the different methods of baking cakes and test them for quality evaluation.</p>
CORE VIII	FOOD SANITATION AND QUALITY CONTROL	<p>CO1: Outline the various concepts of quality and identify regulatory organizations.</p> <p>CO2: Examine the quality control programs, systems, food laws and regulations.</p> <p>CO3: Critique the approaches, systems, and tools used to assure quality control in the food industry</p> <p>CO4: Propose practices in sanitation and standard operating procedures for food industries.</p> <p>CO5: Evaluate and create practical approaches in HACCP design systems for product and process quality control.</p>
CORE IX	FOOD PACKAGING	<p>CO1: Outline the applications of conventional and novel techniques of food packaging.</p> <p>CO2: Compare and contrast various packaging materials and evaluate its safety.</p> <p>CO3: Plan a strategy and design for food packaging.</p> <p>CO4: Design innovative food packaging systems.</p> <p>CO5: Assess environmental regulatory issues in packaging for sustainability and safety.</p>
CORE X	FOOD ANALYSIS (THEORY & PRACTICAL)	<p>CO1: Explain the different sampling techniques and generate a sampling plan.</p> <p>CO2: Investigate and apply all the chemical analytical procedures for nutrient analysis</p> <p>CO3: Discuss the principles and applications of spectroscopy and evaluate properties of food with one of the applications.</p> <p>CO4: Differentiate between the chromatographic techniques and electrophoresis methods.</p> <p>CO5: Evaluate the properties of foods using physical methods of analysis.</p>
ALLIED IV	NUTRITIONAL BIOCHEMISTRY (THEORY & PRACTICAL)	<p>CO1: Explain utilization of glucose, metabolism of glycogen, alternate pathways and analyse the disorders of carbohydrate metabolism for improved nutrition and health management.</p> <p>CO2: Evaluate the multifaceted nature of lipid metabolism and its disorders.</p> <p>CO3: Outline the metabolic breakdown and biosynthesis of amino acids and their disorders.</p> <p>CO4: Apply laws of thermodynamics to biochemical systems and outline electron transport chain.</p> <p>CO5: Integrate the metabolic pathways of proximate principles and outline its hormonal regulation.</p>



<p>ELECTIVE II (INTER DISCIPLINARY ELECTIVE)</p>	<p>NUTRITION THROUGH LIFE CYCLE</p>	<p>CO1: Apply nutritional knowledge in meal and menu planning. CO2: Plan and prepare therapeutic diets. CO3: Evaluate an individual's nutritional need through nutritional assessment. CO4: Outline the various physiological changes that happen in each stage of life and formulate diet accordingly. CO5: Plan and prepare diet to prevent various Nutritional complications and deficiencies.</p>
<p>ELECTIVE II (INTER DISCIPLINARY ELECTIVE)</p>	<p>DIET AND PHYSICAL FITNESS</p>	<p>CO1: Apply nutritional knowledge in understanding the various nutrients present in food. CO2: Plan and prepare menu by understanding food groups and food exchange list. CO3: Outline the importance of individual nutrients and its role in preventing nutritional deficiencies. CO4: Identify the needs of young athlete and plan diet chart based on their activity level. CO5: Create healthy pre and post exercise meal plan.</p>
<p>CORE XI</p>	<p>THERAPEUTIC NUTRITION</p>	<p>CO1: Identify and categorize various feeding techniques and specialised nutrition support for medical nutrition therapy. CO2: Recommend diets for gastro intestinal disorders based on its therapeutic requirements. CO3: Analyse diet modification for diseases of liver, gall bladder and cardio-vascular diseases CO4: Design fat, carbohydrate-controlled diets for management of diabetes mellitus in Indian population. CO5: Formulate protein, mineral and fluid modified diets for chronic kidney diseases.</p>
<p>CORE XII</p>	<p>NUTRITION MENU DEVELOPMENT (PRACTICAL)</p>	<p>CO1: Apply and analyse nutritional knowledge in extensive meal planning for all therapeutic conditions. CO2: Plan and prepare therapeutic diets with food costing parameters. CO3: Integrate the changing needs of the society and lifestyle modifications through menu development. CO4: Plan and prepare menu for special occasions and events. CO5: Plan and design healthy menu for outdoor events.</p>
<p>CORE XIII</p>	<p>MARKETING RESEARCH AND CONSUMER BEHAVIOUR</p>	<p>CO1: Examine and investigate various research approaches including sampling, data collection, questionnaire design and reporting for specific marketing situations in the global business environment. CO2: Critique and evaluate the applications of appropriate research techniques in business and marketing.</p>



		<p>CO3: Appraise the complexity of consumer behaviour and summarize relevant consumer behaviour theories in understanding the impact of marketing strategies</p> <p>CO4: Examine the environmental influences of consumer behaviour and critique the role played by culture, social class, family, personal influences and opinion leaders on consumers' consumption patterns.</p> <p>CO5: Relate individual determinants such as personality, perception, learning, motivation and attitude to the choices consumers make and outline the stages of the consumer decision process with inclusivity in mind.</p>
CORE XIV	FOOD DESIGN (THEORY & PRACTICAL)	<p>CO1: Create awareness on food needs and consumer preferences.</p> <p>CO2: Outline and illustrate the various types of local and global cuisines in terms of the culinary styles, ingredients, and geographical location.</p> <p>CO3: Examine the role of functional food in providing health benefits and its use in diets.</p> <p>CO4: Design and develop new food product through test marketing.</p> <p>CO5: Evaluate new products developed using sensory testing procedures for consumer acceptance.</p>
ELECTIVE III	DIET COUNSELLING	<p>CO1: Integrate the role of dietician towards providing nutritional care and support to the community.</p> <p>CO2: Outline core counselling skills and models for encompassing professional ethics to attain behavioural change.</p> <p>CO3: Assess and evaluate nutritional needs of individuals through dietary diagnosis, food frequency method and clinical case studies.</p> <p>CO4: Construct effective aids to educate the community and media to a larger population.</p> <p>CO5: Critique the role of National and Global agencies in alleviating malnutrition.</p>
CORE XV	PRINCIPLES OF FOOD PROCESSING AND PRESERVATION (THEORY & PRACTICAL)	<p>CO1: Relate the properties of food to processing theory and evaluate the effects of processing on sensory characteristics and nutritional properties of foods.</p> <p>CO2: Outline the process of preservation by drying concentration and evaporation.</p> <p>CO3: Evaluate the methods of processing and preservation of foods by heat treatment.</p> <p>CO4: Discriminate the process of preservation by low temperature and fermentation.</p> <p>CO5: Combine different emerging techniques used in food processing and preservation.</p>



CORE XVI	FOOD ENTREPRENEURS HIP	<p>CO1: Outline the scope, types and importance of entrepreneurship and present an overview of the processing sector in India with reference to demographics and the government's Food Policy.</p> <p>CO2: Plan the various processes involved in starting an enterprise.</p> <p>CO3: Discuss and analyse the various legal parameters involved in starting a food business.</p> <p>CO4: Generate profitability statements, cost sheet and assess financial needs of a business proposal.</p> <p>CO5: Plan and design a business proposal.</p>
CORE XVII	POST-HARVEST TECHNOLOGY	<p>CO1: Outline the importance of post-harvest handling of Agro- commodities.</p> <p>CO2: Identify and select various storage practices, packing methods and commodity pre-treatments.</p> <p>CO3: Evaluate the physical, and thermal properties of cereal grains and relate its effect on processing</p> <p>CO4: Integrate the processing, storage and handling of cereal grains and legumes.</p> <p>CO5: Analyze the processing of tea, coffee and cocoa.</p>
CORE XVIII	FOOD SUPPLY MANAGEMENT	<p>CO1: Outline the basic concepts of food supply chains and food production.</p> <p>CO2: Integrate the principles of food manufacturing, retailing and food packaging logistics across supply chain.</p> <p>CO3: Judge the different food sourcing and purchasing models to ensure sustainability in food distribution.</p> <p>CO4: Evaluate the International supply chain relationships to address the challenges using risk mitigation strategies.</p> <p>CO5: Outline the attributes in designing food supply chain that contributes to food security, safety and sustainability.</p>



DEPARTMENT OF SOCIAL SCIENCES

UNDER GRADUATE PROGRAMMES

PROGRAM OUTCOMES (POs)

- PO 1:** Gain understanding of the discipline.
- PO 2:** Exhibit higher order thinking skills such as critical thinking, reflective reasoning, problem solving and decision making for everyday life.
- PO 3:** Apply theoretical knowledge to Socio-Psychological problems and develop creative solutions.
- PO 4:** Demonstrate competencies to carry out empirical research in Social Science.
- PO 5:** Demonstrate Personal Values and Social Values.
- PO 6:** Identify career interest to pursue advanced studies and engage in lifelong learning.
- PO 7:** Exhibit employment skills with knowledge of professional ethics.
- PO 8:** Act as Social Agents to meet community needs and thereby contribute to social welfare
- PO 9:** Exhibit leadership skills to lead and contribute towards national and international goals.

PROGRAMME NAME: B.A SOCIOLOGY

Under Graduate Programme in Arts with specialisation in Sociology

PROGRAMME SPECIFIC OUTCOMES (PSOs)

On completion of the B.A Sociology programme students will be able to

PSO1	Develop broad knowledge and understanding of the discipline and its theoretical perspectives and its contemporary growth.
PSO2	Analyse and identify the reason behind changes in social institutions, social structure, social systems, social issues and problems faced by the people and explore measures to overcome them.
PSO3	Ability to comprehend the developmental programs and reach out to the community by applying critical thinking, problem solving and research skills.
PSO4	Demonstrate academic proficiency, women empowerment, employability skills, social entrepreneurship and succeed in competitive exams.
PSO5	Exhibit social values and work for societal development and to cherish women wellbeing.

COURSE OUTCOMES (COs)

On completion of the course students will be able to

COURSE COMPONENTS	COURSE	COURSE OUTCOMES
CORE I	PRINCIPLES OF SOCIOLOGY-I	<p>CO1: Develop broad knowledge on the nature, scope, and importance of the discipline.</p> <p>CO2: Discuss the theories of the origin of society.</p> <p>CO3: Analyze the role and functions of various social institutions.</p> <p>CO4: Examine the need for man to live in groups, its formation, and its functions, in order to inculcate human values.</p> <p>CO5: Evaluate the importance, relevance, and agents of Socialization.</p>



CORE II	SOCIOLOGY OF INDIAN SOCIETY	<p>CO1: Outline the formation of Indian society and its Cultural, Ethnic, Linguistic and Racial Composition</p> <p>CO2: Examine the features of the traditional Indian society like the Varna system and the Doctrine of Karma.</p> <p>CO3: Evaluate the changing trends in the Indian caste system and its new identities.</p> <p>CO4: Discover the changing trends in the social institutions of marriage, family, and kinship.</p> <p>CO5: Appraise the social changes caused by Sanskritization, Secularization, Industrialization, Globalization, etc.</p>
ALLIED I	SOCIAL PSYCHOLOGY	<p>CO1: Outline the principles of social psychology and its application in everyday life</p> <p>CO2: Discuss the process of social perception and the factors that influence it.</p> <p>CO3: Assess the nature and factors affecting personality development and describe the theoretical approaches to understand personality.</p> <p>CO4: Estimate the characteristics, functions, and role of Leadership and leadership style.</p> <p>CO5: Appraise the causes of aggression and prejudice and its impact on everyday life.</p>
CORE III	PRINCIPLES OF SOCIOLOGY- II	<p>CO1: Develop a broad knowledge of the impact of social stratification in society and evaluate theoretical perspectives related with this.</p> <p>CO2: Elaborate the various social processes and its consequences on society.</p> <p>CO3: Evaluate the mechanism of social control and its importance.</p> <p>CO4: Discover how similarities and differences in cultural practices impact social life across the world.</p> <p>CO5: Appraise the factors and sources of social change and describe the theories co-relate with contemporary society.</p>
CORE IV	RURAL SOCIOLOGY	<p>CO1: Outline the historical evolution of rural settlements in India and the types of rural society.</p> <p>CO2: Analyze the various land tenure systems in rural society.</p> <p>CO3: Estimate the structure of the rural economy and the importance of rural industries.</p> <p>CO4: Evaluate the relevance of the Panchayat Raj system.</p> <p>CO5: Examine the central and state rural development Programs since independence.</p>



ALLIED II	SOCIAL ANTHROPOLOGY	<p>CO1: Evaluate the contemporary as well as traditional elements of social life.</p> <p>CO2: Outline the role of culture in everyday life and examine enculturation, culture complex, etc.</p> <p>CO3: Analyze the roots of socio-cultural elements and cultural competency</p> <p>CO4: Explain the economic and political organization of property and trade exchange.</p> <p>CO5: Assess the social perceptions of religion and magic by examining the anthropological concepts.</p>
NON MAJOR ELECTIVE I	TRIBAL STUDIES IN INDIA -I	<p>CO1: Discuss the significance of tribal studies.</p> <p>CO2: Analyse the relevant concepts of tribes.</p> <p>CO3: Explain the major tribal movements.</p> <p>CO4: Explain the various classification of tribal life in India.</p> <p>CO5: Analyze the changes in tribal life</p>
NON MAJOR ELECTIVE II	TRIBAL STUDIES IN INDIA -II	<p>CO1: Discuss the sociocultural life of tribals.</p> <p>CO2: Analyse tribal issues and solutions.</p> <p>CO3: Explain the major governmental policies to safeguard the tribal life.</p> <p>CO4: Evaluate the importance of tribal rights awareness</p> <p>CO5: Discuss the changes in primitive economic structure</p>
CORE V	SOCIOLOGICAL THEORY	<p>CO1: Estimate the basic notions, relevant information and possible critics of Positivism, Social Darwinism, and other contributions of Auguste Comte and Herbert Spencer.</p> <p>CO2: Develop broad knowledge on theories like, Suicide and Protestant ethics and spirit of capitalism and other contributions of Durkheim and Weber.</p> <p>CO3: 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>CO4: Examine the contributions of Karl Max, C Wright Mills, and Ralph Dahrendorf on conflict theory.</p> <p>CO5: Elaborate the contributions of Indian Sociologists like A.R Desai and Yogendra Singh</p>
ALLIED III	SOCIAL PATHOLOGY	<p>CO1: Outline the bases of Social Issue and Social Problem in India.</p> <p>CO2: Distinguish various social issues like Regionalism, Communalism, Linguistic and Minority Issues</p> <p>CO3: Analyze Caste inequalities and the constitutional provisions for protective discrimination.</p>



		<p>CO4: Evaluate the various gender issues in India and the legal provision enacted for safeguarding women.</p> <p>CO5: Investigate the causes and consequences of social deviances and the measures to control various deviant behaviour.</p>
ELECTIVE I	SOCIAL DEMOGRAPHY	<p>CO1: Develop broad knowledge of demography and highlight the importance of studying the discipline.</p> <p>CO2: Discuss the theories of population and change.</p> <p>CO3: Appraise the sources of demographic data, census, National Sample Survey, Vital Statistics.</p> <p>CO4: Analyze the Effectiveness of population policies in India</p> <p>CO5: Develop an overview of the Millennium Development Goals on population.</p>
CORE VI	RESEARCH METHODS	<p>CO1: Analyse the process of undertaking social science research.</p> <p>CO2: Analyse research problems of Local/National relevance and define the objectives of a research study.</p> <p>CO3: Propose a sampling design and frame a hypothesis capable of being tested</p> <p>CO4: Outline the sources of data, methods of data collection and applied the statistical tools for analysis of data collected.</p> <p>CO5: Create a research report by Interpreting the results of research.</p>
ALLIED IV	ENVIRONMENT AND SOCIETY	<p>CO1: Develop knowledge of the interrelationship between Environment and Society.</p> <p>CO2: Explain the environmental issues, problems, and its impact on society.</p> <p>CO3: Appraise social impact assessment and identify Eco friendly technologies.</p> <p>CO4: Elaborate Legal provisions for environmental justice and agents which work for environmental protection.</p> <p>CO5: Explain the societal responses in developing Indigenous Cultures Practice and Rights and Eco-tourism.</p>
ELECTIVE II (INTER DISCIPLINARY ELECTIVE)	COUNSELLING FOR LIFE SPAN	<p>CO1: Discuss the issues related to single parenting, neglect and abuse of children.</p> <p>CO2: Examine the problems related to new environment and new relationship among adults and problems related to marriage and divorce.</p>



		<p>CO3: Evaluate the socio-psychological problems and stress faced by women during Menopause.</p> <p>CO4: Analyze the issues and adjustment problems of the elderly.</p> <p>CO5: Outline the need for counselling alcohol addicts, terminally ill people and family conflicts.</p>
CORE VII	SOCIAL MOVEMENTS IN INDIA	<p>CO1: Develop broad knowledge on the types and theories of Social Movements in India</p> <p>CO2: Analyze the contemporary relevance of Socio-religious and national movements like the Civil Disobedience Movement and Quit India Movement.</p> <p>CO3: 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>CO4: Evaluate the social impact and outcome of Peasant and Tribal Movements in India.</p> <p>CO5: Critique the mode of action on New Social Movements like the Women's movement and Environment movement.</p>
CORE VIII	SOCIOLOGY OF DEVELOPMENT	<p>CO1: Evaluate the parameters of Development.</p> <p>CO2: Explain the theories of Development.</p> <p>CO3: Examine the Development Disparities in India.</p> <p>CO4: Analyze the Indian experience of Development.</p> <p>CO5: Analyze the recent trends in Social Development.</p>
CORE IX	SOCIOLOGY OF ORGANIZATION	<p>CO1: Develop broad knowledge on the various organizational concepts and their significance.</p> <p>CO2: Examine organizational Structure, elements, processes, and functions.</p> <p>CO3: Explain the nature of the organizational environment and interface.</p> <p>CO4: Analyze the Group decision-making process.</p> <p>CO5: Outline the Leadership styles and Team building.</p>
CORE X	URBAN SOCIOLOGY	<p>CO1: Develop broad knowledge on the nature, scope, and importance of Urban Sociology, Urbanization, Urban Ecology and Urban Structure.</p> <p>CO2: Outline the origin of towns and cities in India and its interrelationship with the environment.</p> <p>CO3: Evaluate the reasons behind urban specific social problems and analyze strategies in compacting them.</p> <p>CO4: Propose the bases and criteria for developing an urban master plan, garden cities, and Satellite towns.</p>



		CO5: Examine the administrative agencies that work for Urban development.
ELECTIVE III	PROJECT	CO1: Identify the Research problem. CO2: Apply suitable research design. CO3: Illustrate the appropriate type and content of a review of the literature on the research topic. CO4: Analyze the data and apply all the research skills. CO5: Compose and write the research report and bibliography in the most effective way.
CORE XI	POLITICAL SOCIOLOGY	CO1: Develop knowledge on the nature and functions of Political systems. CO2: Explain the Democratic and totalitarian systems of Government. CO3: Examine the types and significance of theories of the distribution of power in society. CO4: Explain the Political Structure and functioning of political parties in India. CO5: Analyze the problems in the outcome of public opinion.
CORE XII	GLOBALIZATION AND SOCIETY	CO1: Develop knowledge on the concept of globalization in the social and historical context. CO2: Elaborate agencies that promote the Globalization process. CO3: Explain the Ethos of Globalization. CO4: Outline the impacts of globalization on different spheres of social life. CO5: Analyze the Indian experience of globalization.
CORE XIII	SOCIAL WELFARE AND SOCIAL LEGISLATION	CO1: Develop an overview of the fundamental rights, duties, and DPSP of the Constitution of India. CO2: Examine the various social welfare needs of the people of India. CO3: Explain the various social legislation initiated by Legislative Bodies CO4: Elaborate the various Central and State Government social welfare schemes CO5: Evaluate and predict the changing outlook of social welfare.
CORE XIV	HUMAN RESOURCE MANAGEMENT	CO1: Develop knowledge on the fundamental concepts about HRM and its roots in Sociology CO2: Explain the recruitment process and methods of selection. CO3: Examine the various training and development programs

		<p>CO4: Analyze the components of compensation concerning various sectors.</p> <p>CO5: Outline the Employee relations in the workplace</p>
CORE XV	CORPORATE SOCIAL RESPONSIBILITY	<p>CO1: Develop knowledge on the importance of CSR.</p> <p>CO2: Explain the various approaches 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: Outline the projects undertaken by corporate and submit a report on their practices.</p>

PROGRAMME NAME: B.SC PSYCHOLOGY

Under Graduate Programme in Science with specialisation in Psychology

PROGRAMME SPECIFIC OUTCOMES (PSOs)

On completion of the B.Sc Psychology programme students will be able to

PSO1	Apply broad base of theoretical knowledge in everyday situation and develop interest in emerging trends to prepare for higher education.
PSO2	Demonstrate researcher skills of scientific inquiry, ability to conduct psychological assessments and controlled laboratory experiments under guided supervision to predict human cognition and behavior with an understanding of limitations.
PSO3	Exhibit cognitive skills such as critical thinking, reasoning, problem solving to outline substantiated creative solutions for psycho-social problems that involve considerations such as public mental health, cultural sensitivity, societal harmony and environmental preservation.
PSO4	Exhibit civic leadership skills tempered with growth mind set to engage in activities that contribute to attainment of sustainable development goals and lifelong learning.
PSO5	Build empowered women with transferable employment skills to work in sectors such as schools, hospitals, remedial centers, industries under supervision with knowledge on professional ethics.



COURSE OUTCOMES (COs)

On completion of the course students will be able to

COURSE COMPONENTS	COURSE	COURSE OUTCOMES
CORE I	GENERAL PSYCHOLOGY I	CO1: Discuss the schools of thought and develop interest in recent trends in psychology. CO2: Outline the sensory, attention and perceptual processes and apply the principles of psycho-physics in day to day events. CO3: Discuss the altered states of consciousness and explain the effects of sleep deprivation and drugs. CO4: Evaluate the learning theories, design and apply behavior modification techniques in everyday situations CO5: Evaluate the different memory types, models, memory processes and implement the memory techniques
CORE II	BIOLOGICAL BASIS OF BEHAVIOUR I	CO1: Examine the brain - behavior relationship and discuss the scope of behavioural neuroscience. CO2: Outline the comprehensive physiology of the nervous system, compare and contrast the asymmetries of brain CO3: Compare and contrast the various types of neural communication and explain the science behind biological motives CO4: Examine the individual responsiveness to aggression and demonstrate knowledge to identify diseases related to emotion and stress CO5: Discuss biological bases of cognitive/affective functions such as memory/learning and demonstrate ability to identify disorders of memory.
ALLIED I	BASICS OF SOCIOLOGY	CO1: Define the concepts and gain knowledge on the nature, scope, and importance of Sociology. CO2: Explain and evaluate the major theories in sociology CO3: Explain the various ways of stratification of social systems and evaluate its significance. CO4: Identify the importance, relevance, and agents of Socialization. CO5: Analyze the Indian society and the various sociological factors in it.



CORE III	GENERAL PSYCHOLOGY II	<p>CO1: Evaluate theories of intelligence and demonstrate higher order thinking skills such as critical thinking, reasoning, identification of fallacies, problem solving, and divergent thinking.</p> <p>CO2: Evaluate the motivators behind biological, psychological and social needs using theories of motivation.</p> <p>CO3: Examine the theories and components of emotions and motivation.</p> <p>CO4: Identify temperamental patterns, discuss personality theories and explore the ways to assess personality.</p> <p>CO5: Explain and identify the concepts associated to the self.</p>
CORE IV	BIOLOGICAL BASIS OF BEHAVIOUR II	<p>CO1 Summarize the phases of neurodevelopment, and discuss the neuro-plasticity of brain.</p> <p>CO2: Identify the causes of brain damage, explain neuro-plastic responses to damages and differentiate disorders associated with brain degeneration</p> <p>CO3: Analyze the biology of sleep, dreams and addiction.</p> <p>CO4: Outline the cortical mechanisms of sensation and discuss the effects of damage to sensory motor system</p> <p>CO5: Compare and contrast the disorders of movement and explain motor control.</p>
ALLIED II	FUNDAMENTALS OF SOCIAL ANTHROPOLOGY (FOR 2018-2021 BATCH OF STUDENTS)	<p>CO1: Examine the basic concepts of social anthropology.</p> <p>CO2: Explain and evaluate various types of family and familial roles.</p> <p>CO3: Analyze the concept and significance of marriage in the society.</p> <p>CO4: Identify the importance, relevance, and socio-cultural significance of kinship.</p> <p>CO5: Analyze and evaluate the importance of belief systems and political institutions.</p>
ALLIED II	INTRODUCTION TO CYBER PSYCHOLOGY (FOR 2019-2022 BATCH OF STUDENTS)	<p>CO1: Outline the theoretical framework of self in cyberspace and discuss the scope of cyber psychology</p> <p>CO2: Evaluate the traditional and contemporary theories to study online relationships</p> <p>CO3: Identify and explain the various influences of digital technology on child and adolescent behavior.</p> <p>CO4: Discuss addictive behaviors to technology and explain theories in online gaming/gambling.</p> <p>CO5: Discuss the role of mental health professionals in overcoming challenges in cyberspace.</p>



NON MAJOR ELECTIVE I	FITNESS PSYCHOLOGY I (FOR 2019-2022 BATCH OF STUDENTS)	<p>CO1: Appraise the effects of exercise on psychological well-being and the role of sports psychologist in building fitness</p> <p>CO2: Explain the importance of personality development programs that contribute to achievements in sports.</p> <p>CO3: Differentiate intrinsic and extrinsic motivators, and apply feedback as reinforcer</p> <p>CO4: Demonstrate self-help skills to overcome stress and anxiety through guided practice</p> <p>CO5: Apply goal setting techniques, guided imagery and self-regulated exercises to improve concentration</p>
NON MAJOR ELECTIVE II	FITNESS PSYCHOLOGY II (FOR 2019-2022 BATCH OF STUDENTS)	<p>CO1: Apply teambuilding skills to increase performance of self and group</p> <p>CO2: Demonstrate skills such as effective communication, leadership and problem solving to build group cohesion</p> <p>CO3: Apply problem solving strategies, goal setting, conflict management skills and persuasion to master leadership styles.</p> <p>CO4: Demonstrate effective communication by applying active listening, confrontation skills, being responsive to nonverbal communication and receptive to constructive feedback</p> <p>CO5: Apply self-help techniques to improve quality of life and discuss the importance of psycho-social skill training</p>
CORE V	DEVELOPMENTAL PSYCHOLOGY I	<p>CO1: Outline the child birth process, discuss the prenatal, perinatal, postnatal influences on infant health and survival.</p> <p>CO2: Identify the developmental milestones, risks and causes of developmental challenges during infancy and toddlerhood.</p> <p>CO3: Classify the physical changes and challenges during early childhood and build skills to work with children.</p> <p>CO4: Examine the cognitive development and adjustments at school using theoretical framework.</p> <p>CO5: Analyze the maturational challenges during middle childhood and discuss the substantiated interventions to adapt.</p>



ALLIED III	EXPERIMENTAL PSYCHOLOGY- PRACTICAL	<p>CO1: Demonstrate curiosity to explore scientific explanations of cognitive processes through laboratory experiments.</p> <p>CO2: Exhibit skills to set up apparatus, establish rapport and create conducive environment to conduct experiment.</p> <p>CO3: Exhibit lab etiquette, professional and ethical way to conduct experiments.</p> <p>CO4: Demonstrate skills to write a comprehensive lab report, interpret results and infer conclusions.</p> <p>CO5: Apply theoretical knowledge and demonstrate skills to build experiments to study cognitive processes.</p>
ELECTIVE I	STATISTICAL METHODS (FOR 2018-2021 BATCH OF STUDENTS)	<p>CO1: Discuss the application of statistics in social science research, compute the measures of central tendency and create graphical illustration.</p> <p>CO2: Compute measures of dispersion, perform co-efficient of variation, correlational analysis, linear regression and interpret the values.</p> <p>CO3: Apply tests of significance for independent large, small and correlated samples.</p> <p>CO4: Apply and build procedures to interpret data using ANOVA</p> <p>CO5: Discuss the properties of normal curve and apply the properties to calculate percentile, percentage of cases that lie within a limit, relativity difficulty of tests and more.</p>
ELECTIVE I	HUMAN RESOURCE MANAGEMENT (FOR 2019-2022 BATCH OF STUDENTS)	<p>CO1: Discuss the executive functions of human resource managers, and outline the job opportunities.</p> <p>CO2: Explain the selection process of recruitment, demonstrate skills for job analysis, and suggest suitable psychometric testing for recruitment.</p> <p>CO3: Analyze and apply the techniques to design a brief training module.</p> <p>CO4: Discuss the competency based emoluments and identify the components of compensation.</p> <p>CO5: Discuss the determinants of ethical behaviour at work and manage employee relations.</p>
ALLIED IV	PSYCHOLOGICAL ASSESSMENT - PRACTICAL	<p>CO1: Demonstrate competence in the selection of suitable standardized tests for measuring psychological attributes.</p> <p>CO2: Exhibit skills to conduct psychological assessment in controlled setting.</p> <p>CO3: Apply theoretical concepts to substantiate findings while writing a psychological report.</p> <p>CO4: Describe the properties of standardized testing and psychometric properties of tool.</p> <p>CO5: Exhibit ethical behavior and professional standards in reporting results.</p>



CORE VI	DEVELOPMENTAL PSYCHOLOGY II	<p>CO1: Analyze the maturational changes that impact physical, mental health of adolescence and explore identity formation.</p> <p>CO2: Identify the psycho-social challenges during young adulthood and recommend coping methods for effective relationship management.</p> <p>CO3: Examine the changes in physical and sexual health; and evaluate the distinctiveness of adult cognition and its influences on health.</p> <p>CO4: Analyze the maturational challenges and adjustments to interpersonal relations during middle age.</p> <p>CO5: Outline the emotional and psychological ramifications of the aging process and discuss the importance of elderly care</p>
ELECTIVE II (INTER DISCIPLINARY ELECTIVE)	PSYCHOLOGY OF INTERPERSONAL RELATIONS	<p>CO1: Examine the factors that contribute to challenges and adjustments across lifespan.</p> <p>CO2: Apply self-regulated skills to enhance self-concept, self-esteem and demonstrate assertiveness</p> <p>CO3: Demonstrate non-cognitive skills such as active listening, conflict management, problem solving, empathy, respect, interpersonal skills</p> <p>CO4: Examine the maturational challenges and discuss the importance of career planning, vocational guidance, work-life balance, gender roles and sexual health</p> <p>CO5: Outline the stressors that contribute to lifestyle diseases and examine the protective factors.</p>
CORE VII	ABNORMAL PSYCHOLOGY I	<p>CO1: Explain the origins of abnormal behavior and explore the contemporary research approaches to study mental illness.</p> <p>CO2: Describe the diathesis stress model and differentiate the risks and causal patterns of mental illness.</p> <p>CO3: Distinguish the causal pattern, clinical features and approaches to treatment of anxiety and stress related disorders.</p> <p>CO4: Differentiate the DSM criteria for mood and associated disorders and discuss the treatment and outcomes.</p> <p>CO5: Evaluate the clinical features of somatic and dissociative disorders and summarize the treatment outcomes.</p>



CORE VIII	SOCIAL PSYCHOLOGY- I	<p>CO1: Examine the scope of social science research and demonstrate skills to conduct social experiments.</p> <p>CO2: Evaluate concepts of self and build skills of self-presentation, self-control, high self-esteem, non-judgmental attitudes.</p> <p>CO3: Examine the process of attitude formation and its influences on behavior.</p> <p>CO4: Determine the factors that influence social thinking and weigh the different forms of social pressures.</p> <p>CO5: Evaluate the factors that promote groupthink, group influence and cultivate the skills of persuasion, team management and interpersonal relations.</p>
CORE IX	POSITIVE PSYCHOLOGY	<p>CO1: Examine the science of human flourishing and discuss the role of psychologist in promoting positive mental health.</p> <p>CO2: Evaluate the influence of positive emotion and relationship management on subjective well-being.</p> <p>CO3: Outline the science of resilience, sources of resilience and analyze the ways to measure resilient behaviours.</p> <p>CO4: Identify the factors that promote happiness and apply theoretical framework to measure happiness and life satisfaction using scientific inquiry.</p> <p>CO5: Justify the importance of positive traits, building character strengths and virtues for positive mental health.</p>
CORE X	COUNSELLING PSYCHOLOGY	<p>CO1: Examine the credentials of counsellor and discuss the standard code of ethics for professional practice.</p> <p>CO2: Demonstrate basic counsellor skills such active listening, communication, multicultural sensitivity, non-judgmental attitude and empathy.</p> <p>CO3: Explain the therapeutic benefits of psychoanalysis, client centered therapy and the apply techniques to deal with everyday conflicts.</p> <p>CO4: Examine and analyze the contemporary approaches in counselling like Cognitive behavior therapies, narrative therapy and crisis counselling.</p> <p>CO5: Identify and apply suitable counselling techniques in career guidance, relationship counselling, gender counselling, multicultural counseling and employee assistance programs.</p>
ELECTIVE III	HEALTH PSYCHOLOGY	<p>CO1: Outline the biopsychosocial health model and discuss the significance of medical counselling.</p> <p>CO2: Examine behavioural immunogens and apply techniques of health promotion.</p> <p>CO3: Identify behavioral pathogens and assist in psycho-education to overcome compromising behaviors</p> <p>CO4: Explain the psycho-biology of stress, sources of stress and examine the role of social support and psychosocial</p>



		skills training. CO5: Apply principles of behavior modification in health promotion of chronic and lifestyle diseases.
CORE XI	ABNORMAL PSYCHOLOGY II	CO1: Differentiate the clinical features of personality disorders and outline the treatment options. CO2: Examine the effects of substance abuse, intervention regimen and rehabilitation CO3: Compare and contrast the clinical features, causes of sexual deviance and gender identity disorders and discuss the importance of sexual health. CO4: Identify and analyze psychotic disorders, its nature, causes and treatment outcomes. CO5: Summarize the role of therapies, identify suitable intervention for disorders and demonstrate skills to work in rehabilitation centers.
CORE XII	SOCIAL PSYCHOLOGY II	CO1: Identify the sources of aggression and prejudice and its impact on social behaviour. CO2: Analyze the process of forming relationships and discuss the components in relationship. CO3: Examine theories of altruism and demonstrate skills for prosocial behavior CO4: Analyze the sources of conflict, process of peace making and cultivate skills for conflict resolution. CO5: Apply principles of social psychology to resolve issues related to environmental protection, climate change, testimony and etc.
CORE XIII	ORGANIZATIONAL PSYCHOLOGY	CO1: Outline the importance of study of organizational behavior and discuss the role of industrial psychologist in addressing the workplace challenges. CO2: Apply, relate and appreciate dynamics of organizational structure, culture and performance. CO3: Examine and evaluate leadership theories, importance of organizational communication, building effective teams, and creating leaders. CO4: Identify the determinants of work motivation and job satisfaction and analyze the theoretical framework. CO5: Examine the factors that facilitate conducive work environment and identify ways to prevent occupational hazards.



CORE XIV	RESEARCH METHODS (THEORY & PRACTICAL)	CO1: Analyze the process of undertaking social sciences research CO2: Analyze research problem of local / national relevance and define the objectives of a research study CO3: Propose a sampling design and frame a hypothesis capable of being tested CO4: Outline the sources of data, methods of data collection and apply the statistical tools for analysis of data. CO5: Create a research report by interpreting the results of research
CORE XV	PROJECT- SURVEY	CO1: Identify research problem, outline the need for study with rationale and implications for the study CO2: Conduct extensive literature analysis to identify research gap. CO3: Formulate a structured research proposal with aim, objectives and method of investigation CO4: Apply suitable sampling techniques, data collection methods and appropriate statistical methods to report findings CO5: Use APA mechanics of writing an academic paper.



DEPARTMENT OF ECONOMICS & PUBLIC POLICY

POSTGRADUATE PROGRAMME

PROGRAMME NAME: M.A. PUBLIC POLICY

Post Graduate Programme in Arts with specialisation in Public policy

PROGRAMME OUTCOMES (POs)

- PO1:** To acquire overall understanding of concepts, theories and applicability of policy formulation.
- PO2:** Analyse the role of judiciary in policy making and interpretation.
- PO3:** To interpret and suggest policies for contemporary issues.
- PO4:** Exhibit leadership skills to guide and solve issues pertaining to gender dynamics.
- PO5:** Develop environmental consciousness in students in par with sustainable development goals.
- PO6:** Demonstrate knowledge to adapt to the digital age for effective governance.
- PO7:** Comprehend rural and urban developmental issues at grassroots level in India.
- PO8:** Evaluate Contemporary issues in international trade and politics.
- PO9:** Inculcate ethical and moral values in students to become responsible citizens.

PROGRAMME SPECIFIC OUTCOMES (PSOs)

On completion of the M.A. Public Policy programme students will be able to

PSO1	Demonstrate an understanding of the various concepts of Public Policy, Public Administration, Gender dynamics, Environment and Governance.
PSO2	Examine the various issues related to public policy formulation, policy analysis and explore measures to overcome them through the understanding of Law and Judiciary.
PSO3	Inculcate competitive skills for academic proficiency, employability and ability to succeed in competitive examinations at national and international level.
PSO4	Exhibit ability to establish as public policy analysts, research associates, diplomats and independent entrepreneurs with overall understanding of policy making with national and international collaborative learning.

COURSE OUTCOMES (COs)

On completion of the course students will be able

COURSE COMPONENT	COURSE	COURSE OUTCOMES
CORE I	INTRODUCTION TO PUBLIC POLICY	CO1: Recognize the concepts of public policy and its evolution CO2: Gain knowledge of the various models of public policy CO3: Appraise Government action, capabilities and regulatory independence CO4: Examine principles of reform, strategies of governance and bureaucratic re-engineering CO5: Gain an overview of public policy evaluation and data-driven public policy making



CORE II	FUNDAMENTALS OF LAW AND JUDICIARY	<p>CO1: Explain and differentiate between Civil law and Criminal law and role of public policy in law</p> <p>CO2: Recognise the theoretical framework of the Constitutional law</p> <p>CO3: Design policy formulations in enforcement of Civil and Criminal Law</p> <p>CO4: Prepare life cycle of a case and understand the procedures in filing and following a case</p> <p>CO5: Illustrate the importance of public interest litigations and understand the role of Supreme court as a policy maker</p>
CORE III	PUBLIC ADMINISTRATION AND GOVERNANCE	<p>CO1: Define Public Administration, challenges of liberalization, privatization, globalization and good governance</p> <p>CO2: Interpret Scientific Management in the context of administrative thought</p> <p>CO3: Gain understanding of organization structures and forms and judicial accountability and civil control</p> <p>CO4: Apply knowledge of personnel administration through process of training, recruitment, grievance redressal mechanism.</p> <p>CO5: Evaluate the techniques of e – governance, automation, budgetary process and audit</p>
CORE IV	WRITING AND COMMUNICATION SKILLS FOR PUBLIC POLICY	<p>CO1: Analyse the role and impact of persuasive policy writing and student authored blogs and essays</p> <p>CO2: Demonstrate the different forms of writing reports, opinions, published blog posts, editorial column and argumentative writing</p> <p>CO3: Develop editing skills and structuring an article as an editor</p> <p>CO4: Identify challenges in communication with self, team and groups</p> <p>CO5: Formulate reading and organising skills, structuring designs and emails</p>
ELECTIVE I	QUANTITATIVE TECHNIQUES FOR PUBLIC POLICY	<p>CO1: Solve problems on elementary arithmetic by appropriate methods and develop problem solving skills to compete globally.</p> <p>CO2: Explain the concepts of derivatives and apply them to compute elasticity of supply/demand in global scenario.</p> <p>CO3: Evaluate producers /consumer surplus for a given marginal cost curve using principles of integration.</p> <p>CO4: Determine the measures of central tendency, dispersion and skewness to study the nature of distribution and implement them in policy making.</p> <p>CO5: Measure the 1 degree of relationship between variables using correlation and employ regression analysis to predict the effect of environmental changes for sustainable development.</p>



ELECTIVE II	ENVIRONMENT AND PUBLIC POLICY	<p>CO1: Demonstrate an understanding of environmental problems and the role of population, technology and economic policy</p> <p>CO2: Critically evaluate the sustainable development and precautionary principle</p> <p>CO3: Evaluate International Environmental policy debates and climate changes</p> <p>CO4: Identify legal and regulatory framework for environmental protection and Impact assessment in India</p> <p>CO5: Exhibit higher level capability in understanding judicial pronouncements and case study on Bhopal gas tragedy.</p>
CORE V	PUBLIC POLICY ANALYSIS	<p>CO1: Explain the theoretical perspective of policy process network and political feasibility</p> <p>CO2: Classify and summarise the types of policy analysis</p> <p>CO3: Gain an overview of the stakeholders in policy analysis</p> <p>CO4: Interpret the techniques of policy analysis of MBO, PERT, CPM</p> <p>CO5: Evaluate the economic and institutional constraints of Public Policy and enabling policy reversals</p>
CORE VI	E-GOVERNANCE	<p>CO1: Define the fundamentals and evolution of governance in digital age</p> <p>CO2: Evaluate the six perspectives and six theories of E - governance</p> <p>CO3: Apply E - governance in rural development, urban administration and economic development</p> <p>CO4: Critically evaluate the cases e –literacy, digitalization of land record and administration of projects</p> <p>CO5: Evaluate the E readiness and issues on capacity building, adaption of technology and administrative reforms</p>
CORE VII	BUREAUCRACY AND CIVIL SOCIETY	<p>CO1: Discuss the concepts of Bureaucracy and sustainable development</p> <p>CO2: Detail the theories of bureaucracy and the problems in development of citizen administration relationship</p> <p>CO3: Classify civil society based on the civil movements and new services of social synergy</p> <p>CO4: Demonstrate the principal - agent model, signalling and screening model, and incentive structure for bureaucratic performances</p> <p>CO5: Integrate the accountability quotient, politics and development mechanisms to tap potential in government performance</p>



ELECTIVE III	GENDER AND PUBLIC POLICY	<p>CO1: Map gender differences and perspectives of gender as a social construct</p> <p>CO2: Gain understanding of government mechanism and laws in respect to gender</p> <p>CO 3: Evaluate laws on inheritance, adoption, child marriage and surrogacy</p> <p>CO4: Recognize the political issues on gender and violence against women and counter laws to tackle the issue</p> <p>CO 5: Comprehend the economic issues on gender in relation to poverty, work opportunities and women empowerment</p>
ELECTIVE IV	MEDIA STRATEGY FOR PUBLIC POLICY	<p>CO1: Analyse the role of mass media, challenges to journalism in India and owner- ship patterns</p> <p>CO2: Comprehend the types of digital and social media</p> <p>CO3: Compile and evaluate the various types of media campaigns and feedback</p> <p>CO4: Explain press conference, its types and functions and evaluate newsworthiness</p> <p>CO5: Develop interview preparations and research of print and video interviews including hostile interviews</p>
ELECTIVE V	URBAN PLANNING POLICY	<p>CO1: Demonstrate an understanding of the concept of cities and the theories of urban foundation and global city</p> <p>CO2: Recognize the evolution of Municipal metropolitan Governance in India and trace the growth of urban development in modern India</p> <p>CO3: Analyse the growth of zoning of cities, smart cities and economic development of city economy</p> <p>CO4: Comprehend urban infrastructure in terms of transport regulations and employment of public services to reduce poverty</p> <p>CO5: Apply case studies to gain understanding of urban politics in modern India and modelling change</p>
CORE VIII	ETHICS AND PUBLIC POLICY	<p>CO1: Design policies with due importance given to ethical oversight.</p> <p>CO2: Integrate the theoretical frameworks of ethical decision-making process</p> <p>CO3: Manage ethical dilemmas in Policy making</p> <p>CO4: Formulate the professional ethics in public affairs</p> <p>CO5: Propose ethical policies in global issues.</p>



CORE IX	BEHAVIORAL SCIENCES AND PUBLIC POLICY	<p>CO1: Analyse fundamental concepts of Behavioural Sciences such as Choice Architecture, Belief Formation and Persuasion.</p> <p>CO2: Demonstrate an understanding of various theories like Prospect Theory, Heuristics, Bias, Risk Preference etc. and their applications</p> <p>CO3: Develop insights from the application of Behavioural Sciences to Policy Designs in Singapore and UK</p> <p>CO4: Examine poverty through the lens of Behavioural Sciences and recognise the role of the concepts like social exclusion and identity economics</p> <p>CO5: Evaluate the dynamics of subjective well-being and happiness in policy design</p>
CORE X	DEVELOPMENT STUDIES	<p>CO1: Demonstrate conceptual clarity in economic development</p> <p>CO2: Evaluate the different theories of poverty, inequality and development and its applications</p> <p>CO3: Examine the effects of urbanization, migration, and population growth on the economic development of Human Resources.</p> <p>CO4: Analyse the role of environment in the Economic Development process</p> <p>CO5: Appraise the various classical theories and contemporary models involved in Development</p>
CORE XI	RESEARCH METHODOLOGY	<p>CO1: Evaluate how research basics relate to business decision making</p> <p>CO2: Formulate the appropriate research design</p> <p>CO3: Apply the optimal measurement and scaling techniques</p> <p>CO4: Analyse and interpret the quantitative data collected</p> <p>CO5: Integrate and present the results of research</p>
ELECTIVE VI	FOREIGN POLICY	<p>CO1: Evaluate the significance of foreign Policy and its determinants.</p> <p>CO2: Examine the nuances of defense policy of India, and its other emerging issues</p> <p>CO3: Analyse the nuances of foreign economic policy and the role of different economic organisations.</p> <p>CO4: Perceive the socio-cultural dimensions of India's foreign policy.</p> <p>CO5: Adapt and apply the emerging trends in India's foreign policy.</p>
ELECTIVE VIII	RURAL DEVELOPMENT POLICY	<p>CO1: Demonstrate understanding of concepts like Democracy, Development and Decentralisation and the significance of the same for the efficient governance of the nation.</p> <p>CO2: Evaluate the role of Panchayat Raj in India.</p> <p>CO3: Examine the resources available for the development of Rural Governance in India with the help of technical assistance</p>



		<p>CO4: Analyse the role of governmental programs and other agencies in rural Development.</p> <p>CO5: Appraise the issues in Rural development</p>
CORE XII	WRITING A POLICY BRIEF AND POLICY ANALYSIS	<p>CO1: Evaluate the detailed steps involved in formulating a policy proposal.</p> <p>CO2: Create and construct alternatives, evaluate criteria, project the outcomes, and choose a solution.</p> <p>CO3: Demonstrate practical knowledge of how to present a policy proposal in a brief and concise manner.</p> <p>CO4: Explain the steps involved in policy analysis and prepare a final policy brief.</p> <p>CO5: Identify the process of solving a policy analysis and presentation of a policy.</p>
CORE XIII	INTERNATIONAL ECONOMICS AND PUBLIC POLICY	<p>CO1: Examine the various theories of international trade.</p> <p>CO2: Identify the meanings and types of exchange rates and the structure of balance of payments and measures to control disequilibrium.</p> <p>CO3: Analyse the trade policies, tariffs, quotas and analysing case studies for and against free trade.</p> <p>CO4: Demonstrate the role of International Economic Institutions and major trade agreements.</p> <p>CO5: Evaluate the role of developing countries in export instability</p>



DEPARTMENT OF ECONOMICS & PUBLIC POLICY

UNDERGRADUATE PROGRAMME

PROGRAMME NAME: B.A. ECONOMICS

PROGRAMME OUTCOMES (POs)

- PO1:** Gain theoretically sound foundation in economics and its allied domains.
- PO2:** Develop problem-solving skills through their understanding of microeconomic and macroeconomic tools.
- PO3:** Critically analyse factors that influence economic decision making by households, firms and government.
- PO4:** Employ a range of tools of analysis, including statistical reasoning, and the use of econometric and/or mathematical methods for research.
- PO5:** Evaluate socio-economic policies from different perspectives and independently recommend policy solutions.
- PO6:** Integrate and use technology for effective analysis, communication and presentation skills.
- PO7:** Identify relevant economic literature to further domain knowledge
- PO8:** An ethically appropriate approach in all areas of academic, professional and personal life.
- PO9:** Be ready for employment in varied fields in a changing global environment.

PROGRAMME SPECIFIC OUTCOMES (PSOs)

On completion of the B.A Economics programme students will be able to

PSO1	Demonstrate strong theoretical foundation in the domain of Economics
PSO2	Explain and illustrate the changes in global economic environment and their socio-economic impact
PSO3	Identify and analyse the salient developments in economic theory in both present day and historical context
PSO4	Apply the principles of economics in daily life and develop economic way of thinking
PSO5	Examine policies and formulate recommendations to enhance economic wellbeing and social justice with a special focus on women development.

COURSE OUTCOMES (COs)

Effective for the batch of students admitted in 2018-2019

On completion of the course students will be able to

COURSE COMPONENT	COURSE	COURSE OUTCOMES
CORE I	INDIAN ECONOMIC DEVELOPMENT I	<p>CO1: Critically analyse the differences between economic growth and economic development</p> <p>CO2: Outline the role of savings and capital formation in economic development</p> <p>CO3: Compare India's HDI with that of the other economies of the world</p> <p>CO4: Evaluate the performance of agricultural sector and its contribution to the Indian economy</p> <p>CO5: Analyse the contribution of Green Revolution in providing food security in India</p>



CORE II	STATISTICS (THEORY & PRACTICAL)	<p>CO1: Determine the measures of central tendency, present data using various diagrammatic/graphical representation and use them as an effective tool of analysis in national/global environment.</p> <p>CO2: Explain the spread of frequency distribution using measures of dispersion and employ correlation & regression methods to analyse and interpret data.</p> <p>CO3: Choose appropriate statistical analysis tools, apply them in business scenario to draw conclusions and develop decision making skills needed for employment/entrepreneurship.</p> <p>CO4: Evaluate trend, seasonal variations using components of time series to predict the effect of environmental changes for sustainable development.</p> <p>CO5: Determine index numbers using different methods and solve problems based on the concepts of probability in real world scenario.</p>
ALLIED I	ENTREPRENEURSHIP DEVELOPMENT AND SMALL BUSINESS MANAGEMENT	<p>CO1: Examine the significance of entrepreneurship and the role of entrepreneurs in the economic growth of India</p> <p>CO2: Outline and analyze the opportunities and constraints in developing Global Business Ideas</p> <p>CO3: Summarize the steps involved in setting up a Business</p> <p>CO4: Evaluate the concept and issues of family business management and women entrepreneurship</p> <p>CO5: Prepare a B-Plan and formulate a detailed process for implementation</p>
CORE III	MICROECONOMICS-I	<p>CO1: Define, examine and elaborate core economic terms, concepts, and methodology of microeconomics</p>



		<p>CO2 Illustrate graphically and critically explain various laws and theories</p> <p>CO3: Develop rational thinking in consumer decision making process</p> <p>CO4: Elaborate and test the relationship between short run and long run production function, short run and long run cost functions</p> <p>CO5: Distinguish between the various forms of market and establish market equilibrium under perfect competition and monopolistic competition</p>
CORE IV	INDIAN ECONOMIC DEVELOPMENT II	<p>CO1: Analyse the progress of industries and industrial policy</p> <p>CO2: Evaluate the role of Trade unions and various social security measures</p> <p>CO3: Outline the importance of infrastructural development in the economy</p> <p>CO4: Critically examine Planning in India</p> <p>CO5: Examine the need for and role of foreign trade in a country's economic development</p>
ALLIED II	MATHEMATICS FOR ECONOMICS	<p>CO1: Estimate the roots of linear, quadratic and simultaneous equations using appropriate algebraic methods.</p> <p>CO2: Apply the computational techniques of matrices/ determinants to solve problems in real world scenario.</p> <p>CO3: Determine the derivatives of simple algebraic equations using standard rules and results.</p> <p>CO4: Evaluate the derivatives of simple algebraic functions using standard rules, employ them in managerial decision making and develop decision making skills needed for employment.</p> <p>CO5: Evaluate integrals using methods of integration and compute cost function, revenue function, consumer's and producer's surplus to</p>



		study the effect of environmental changes.
CORE V	ECONOMICS FOR MANAGERS	<p>CO1: Examine the tools of economics in managerial decision making</p> <p>CO2: Compare and contrast the different theories of the firm</p> <p>CO3: Estimate demand by applying the tools of time series and regression</p> <p>CO4: Differentiate price determination in business firms from price determination in economic theory</p> <p>CO5: Evaluate various capital budgeting proposals for effective decision-making and analyse the risk involved in capital budgeting decisions</p>
ALLIED III	MARKETING - I	<p>CO1: Analyse the objectives, terms, concepts of marketing</p> <p>CO2: Evaluate various functions of marketing</p> <p>CO3: Appraise facilitating role of marketing and conduct elementary marketing research</p> <p>CO4: Evaluate ideas and create new product</p> <p>CO5: Critically examine the process of agricultural marketing</p>
ELECTIVE I	HUMAN RESOURCE DEVELOPMENT	<p>CO1: Examine the relevance of HR in organizations</p> <p>CO2: Create Job description and examine the concepts of job enrichment</p> <p>CO3: Analyse the strategies required to select and develop manpower resources, recruitment and selection</p> <p>CO4: Evaluate the criteria for career planning and promotion</p> <p>CO5: Compare and contrast different theories of motivation</p>
CORE VI	MICROECONOMICS - II	<p>CO1: Distinguish between the various forms of market and establish market equilibrium under monopoly and oligopoly</p>



		<p>CO2: Develop strategies by applying the tools and concepts of game theory in decision making</p> <p>CO3: Analyse various kinds of factor markets and price determination process of factor inputs</p> <p>CO4: Evaluate various theories of rent, interest and profits</p> <p>CO5: Analyse General Equilibrium and welfare using Edgeworth box</p>
ALLIED IV	MARKETING-II	<p>CO1: Analyse the concept of consumerism and its relation to the marketing process</p> <p>CO2: Outline the best pricing strategy based on the nature of the commodity</p> <p>CO3: Evaluate the role of wholesalers and retailers in the marketing channel</p> <p>CO4: Examine the various methods of product promotion</p> <p>CO5: Appraise the nature and functions of salesmanship</p>
ELECTIVE II (INTER DISCIPLINARY ELECTIVE)	ENVIRONMENTAL ECONOMICS	<p>CO1: Analyse the relationship between the environment and the economic system</p> <p>CO2: Outline theoretical principles of natural resource management and conservation methods</p> <p>CO3: Evaluate the pros and cons of various sources of energy</p> <p>CO4: Critically examine the various methods of pollution control</p> <p>CO5: Appraise the recommendations of various international treaties on environmental sustainability and track progress</p>
CORE VII	MACROECONOMICS-I	<p>CO1: Describe and examine core macroeconomic concepts and explain them using appropriate terminology</p> <p>CO2: Compare and contrast between classical and Keynesian models of economic equilibrium</p> <p>CO3: Illustrate and outline the concept of IS-LM and multiplier</p>



		<p>CO4: Critically analyse the different theories on consumption</p> <p>CO5: Evaluate the various theoretical approaches to investment</p>
CORE VIII	MONETARY ECONOMICS-I	<p>CO1: Explain and outline the evolution of money and its functions</p> <p>CO2: Evaluate the theories of Money demand</p> <p>CO3: Appraise the different monetary standards</p> <p>CO4: Categorise the components of Money Supply</p> <p>CO5: Investigate the impact of economic fluctuations on macroeconomic variables</p>
CORE IX	FISCAL ECONOMICS I	<p>CO1: Explain and outline theoretical concepts of fiscal economics including graphical representation of these concepts</p> <p>CO2: Evaluate the theories of public expenditure</p> <p>CO3: Examine the canons of taxation</p> <p>CO4: Analyse the effects of taxation on production and distribution</p> <p>CO5: Discuss taxable capacity and critically explain factors determining taxable capacity.</p>
CORE X	INTERNATIONAL ECONOMICS I	<p>CO1: Outline the main economic theories and models of international trade.</p> <p>CO2: 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>CO3: Evaluate economists' arguments concerning free trade policy and its analysis</p> <p>CO4: Evaluate economists' arguments concerning protectionist policy and its analysis</p> <p>CO5: Explain and analyse the factors causing disequilibrium in Balance of Payments</p>



ELECTIVE III	INDUSTRIAL ORGANISATION AND MANAGEMENT	<p>CO1: Compare the various types of Business organizations</p> <p>CO2: Analyse factors to be considered while establishing organisation hierarchy</p> <p>CO3: Evaluate types of organizations suited in different scenarios</p> <p>CO4: Define and appraise Line of Function and Delegation of Responsibility</p> <p>CO5: Design Optimum span of control and assess enterprise resource planning</p>
CORE XI	MACROECONOMICS-II	<p>CO1: Differentiate the types, analyse the causes of inflation and establish the relationship between inflation and unemployment</p> <p>CO2: Analyse the theories of economic growth and development</p> <p>CO3: Analyse the current business phase of the global and local economy by applying the theory of business cycles.</p> <p>CO4: Examine the objectives and instruments of Monetary and fiscal policies</p> <p>CO5: Evaluate the various tools of macroeconomic policy and their role in economic stabilisation</p>
CORE XII	MONETARY ECONOMICS-II	<p>CO1: Describe and analyse the structure and functioning of the Indian banking system</p> <p>CO2: Appraise the key reforms of the Banking Sector</p> <p>CO3: Evaluate the role of central bank and tools of monetary policy</p> <p>CO4: Outline the importance of development banks in a developing economy</p> <p>CO5: Critically analyse the role of the IMF and World Bank in economic stabilization</p>
CORE XIII	INTERNATIONAL ECONOMICS II	<p>CO1: Critically explain the mechanism of exchange rate determination</p>



		<p>CO2: Predict and analyse movements in the value of currencies in response to changes in the world economy</p> <p>CO3: Analyse the links between trade, international finance, economic growth and globalisation</p> <p>CO4: Evaluate the role of international organizations in the global economy</p> <p>CO5: Outline the significance of Regional economic integrations in promoting foreign trade</p>
CORE XIV	FISCAL ECONOMICS II	<p>CO1: Outline the objectives and importance of public debt.</p> <p>CO2: Examine the role of deficit financing in the fiscal framework.</p> <p>CO3: Apply knowledge of the budget to evaluate India's Annual Budgets</p> <p>CO4: Evaluate the various tools of Fiscal Policy and its role in achieving economic goals</p> <p>CO5: Appraise the working of Federal finance in India</p>
CORE XV	HISTORY OF ECONOMIC THOUGHT	<p>CO1: Evaluate the mercantilist and physiocrats schools of thought</p> <p>CO2: Critically analyse the contributions of significant classical economic thinkers</p> <p>CO3: Discuss the contributions of the main schools of economic thoughts</p> <p>CO4: Elaborate on the foundations of the approaches in the economics of 19th and 20th centuries</p> <p>CO5: Compare the ideas of Marx and Keynes.</p>



COURSE OUTCOMES (COs)

Effective for the batch of students admitted in 2019-2020

On completion of the course students will be able to

COURSE COMPONENT	COURSE	COURSE OUTCOMES
CORE II	INDIAN ECONOMY I	CO1: Appraise the nature and problems of Indian economy CO2: Describe the role of planned development and analyse the performance of the Indian Economy in the planning and post-planning era CO3: Evaluate the performance of various sectors and population demographics using data CO4: Compare the different indices to measure poverty and inequality and assess the causes of Poverty, Inequality and Unemployment in India CO5: Evaluate the contribution of Agricultural sector and argue various policy programmes aimed at its growth
CORE IV	INDIAN ECONOMY II	CO1: Distinguish between different kinds of Industries and analyse their contribution to Economic growth CO2: Assess the various social security measures for labour CO3: Compare the composition and direction of Foreign trade in India and evaluate the Balance of Payments position CO4: Analyse the structure of Financial system in India and the role of Central Bank CO5: Examine the nature and scope of Public Finance in India with special reference to Union Budget and Fiscal deficit
CORE V	INTRODUCTORY MACROECONOMICS	CO1: Explain and examine the basic concepts of Macroeconomics and National Income CO2: Differentiate the classical and Keynesian approaches to income, output and employment. CO3: Analyse the different theories on consumption



		<p>CO4: Evaluate the various theoretical approaches to investment</p> <p>CO5: Compare and contrast between classical and Keynesian models of economic equilibrium</p>
ALLIED III	PRINCIPLES OF FINANCE	<p>CO1: Illustrate 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</p> <p>CO2: Choose the right capital mix at the optimal cost for a company and compute the cost of capital that impacts the capital investments decisions for a business.</p> <p>CO3: Estimate the value of equity and debt instruments using various methods and determine the value of dividend in case of a firm</p> <p>CO4: Adapt various capital budgeting proposals for effective decision-making and analyse the risk involved in capital budgeting decisions.</p> <p>CO5: Analyse risk along with return & the association that exists between risk & return. Demonstrate the ways of managing Risk & Return in case of a Portfolio from the perspective of a Portfolio manager.</p>
ELECTIVE I	SOCIO ECONOMIC POLICY	<p>CO1: Describe the concept of health, identify the issues pertaining to health in India, analyse the health policy and recommend measures to make it more effective.</p> <p>CO2: Explain various thoughts on education, identify the gaps in policies and suggest solutions to address the gaps in the field of education.</p> <p>CO3: Examine the role of media in creating awareness and reducing information asymmetry</p> <p>CO4: Evaluate the impact of microfinance in financial inclusion</p> <p>CO5: Formulate and defend policy recommendations that help in reducing rural-urban divide</p>



CORE VI	INTERMEDIATE MACROECONOMICS	<p>CO1: Examine macroeconomic models by describing relationships among macroeconomic variables</p> <p>CO2: Outline the shift in macroeconomic modeling</p> <p>CO3: Differentiate the types, analyse the causes of inflation and establish the relationship between inflation and unemployment</p> <p>CO4: Analyse the causes of fluctuation in economic activity.</p> <p>CO5: Evaluate the various tools of macroeconomic policy</p>
ALLIED IV	DEMOGRAPHY	<p>CO1: Compare and contrast the various theories of demography such as Malthus, Optimum and Demographic Transition</p> <p>CO2: Examine the demographic terms such as birth rate, death rate, sex ratio, fertility ratio</p> <p>CO3: Outline the causes and impact of migration on rural-urban population distribution</p> <p>CO4: Analyze the major demographic trends and their determinants.</p> <p>CO5: Evaluate population policy of India</p>
CORE VII	FISCAL ECONOMICS I	<p>CO1: Explain and outline theoretical concepts of fiscal economics including graphical representation of these concepts</p> <p>CO2: Evaluate the theories of public expenditure</p> <p>CO3: Examine the canons of taxation</p> <p>CO4: Analyse the effects of taxation on production and distribution</p> <p>CO5: Discuss taxable capacity and critically explain factors determining taxable capacity.</p>
CORE VIII	INTERNATIONAL ECONOMICS	<p>CO1: Differentiate between internal and international trade and track the growth of world trade</p> <p>CO2: Define, explain alternative theories of international trade and draw comparisons between them</p> <p>CO3: Evaluate fixed and flexible exchange rates and analyse causes and corrective measures for disequilibrium in the balance of payments.</p>



		<p>CO4: Defend different trade policies in relation to economic environment of a country.</p> <p>CO5: Examine the role of international organizations in the global economy and their impact on local economies.</p>
CORE IX	MONETARY ECONOMICS	<p>CO1: Describe and outline the evolution of money and its functions.</p> <p>CO2: Evaluate the theories of money demand.</p> <p>CO3: Appraise the theories of money and interest</p> <p>CO4: Analyse factors influencing money supply in the economy and the role of the money market.</p> <p>CO5: Examine the functioning of the Central bank and monetary policy in achieving national economic goals.</p>
CORE X	RESEARCH METHODS (THEORY & PRACTICAL)	<p>CO1: Appraise the process of undertaking research in Social sciences</p> <p>CO2: Analyse research problem of local/national relevance and define the objectives of a research study.</p> <p>CO3: Propose a sampling design and frame a hypothesis capable of being tested.</p> <p>CO4: Outline the sources of data, methods of data collection and apply statistical tools for analysis of data.</p> <p>CO5: Create a research report by interpreting the results of research</p>
ELECTIVE III	ENVIRONMENTAL ECONOMICS AND SUSTAINABLE DEVELOPMENT	<p>CO1: Outline the theoretical principles of environmental economics</p> <p>CO2: Critically analyse and reflect on the implications of the operation of the market mechanism in relation to the environment.</p> <p>CO3: Evaluate the impact of economic activity on the environment.</p> <p>CO4: Analyse socio-economic issues through the prism of sustainability</p> <p>CO5: Appraise the recommendations of various international treaties on environmental sustainability and track progress.</p>



CORE XI	FISCAL ECONOMICS II	<p>CO1: Outline the objectives and importance of public debt.</p> <p>CO2: Examine the role of deficit financing in the fiscal framework.</p> <p>CO3: Apply knowledge of the budget to evaluate India's Annual Budgets</p> <p>CO4: Evaluate the various tools of Fiscal Policy and its role in achieving economic goals</p> <p>CO5: Appraise the working of Federal finance in India</p>
CORE XII	HISTORY OF ECONOMIC THOUGHT	<p>CO1: Appraise the contributions of ancient thinkers to the discipline of Economics.</p> <p>CO2: Evaluate the Mercantilist and Physiocrats schools of thought</p> <p>CO3: Critically analyse the contributions of significant classical economic thinkers.</p> <p>CO4: Compare the ideas of Marx and the Marginal school</p> <p>CO5: Analyse foundations of the approaches in economics in the 20th and 21st centuries.</p>
CORE XIII	DEVELOPMENT ECONOMICS	<p>CO1: Outline the central themes, values and approaches to development.</p> <p>CO2: Compare and Contrast the theories of growth and development.</p> <p>CO3: Critically analyse various models of growth.</p> <p>CO4: Examine the welfare impact of proposed development interventions by different institutions.</p> <p>CO5: Evaluate the source and significance of financial support in economic development</p>



CORE XIV	ECONOMETRICS	<p>CO1: Outline the core econometric principles, concepts and theories that form the foundation of modern economic analysis.</p> <p>CO2: Differentiate the types of Regression analysis and their utility in econometric problem solving.</p> <p>CO3: Construct fundamental econometric models and test validity of the hypotheses.</p> <p>CO4: Apply understanding of core concepts and quantitative tools to analyse and research real world problems.</p> <p>CO5: Evaluate alternative economic policy proposals on a range of issues.</p>
CORE XV	PROJECT	<p>CO1: Demonstrate the ability to initiate research and to formulate viable research questions.</p> <p>CO2: Evaluate and synthesize research-based and scholarly literature.</p> <p>CO3: Develop the capacity to design, conduct and report original research.</p> <p>CO4: Present research findings and arguments in a structured way.</p> <p>CO5: Work in teams and develop collaborative learning.</p>

COURSE OUTCOMES (COs)

Effective for the batch of students admitted in 2020-2023

On completion of the course students will be able to

COURSE COMPONENTS	COURSE	COURSE OUTCOMES
CORE I	INTRODUCTORY MICROECONOMICS	<p>CO1: Define, elaborate and examine core economic terms, concepts, and methodology of microeconomics.</p> <p>CO2: Graphically illustrate and critically explain various laws and theories</p> <p>CO3: Develop rational thinking in consumer decision making process</p>



		<p>CO4: Elaborate and test the relationship between short run and long run production function, short run and long run cost functions</p> <p>CO5: Distinguish between the various forms of market and establish market equilibrium under perfect competition and monopoly</p>
CORE II	INDIAN ECONOMY I	<p>CO1: Appraise the nature and problems of Indian economy</p> <p>CO2: Describe the role of planned development and analyse the performance of the Indian Economy in the planning and post-planning era</p> <p>CO3: Evaluate the performance of various sectors and population demographics using data</p> <p>CO4: Compare the different indices to measure poverty and inequality and assess the causes of Poverty, Inequality and Unemployment in India</p> <p>CO5: Evaluate the contribution of Agricultural sector and argue various policy programmes aimed at its growth</p>
ALLIED I	<p>QUANTITATIVE TECHNIQUES FOR ECONOMICS I</p> <p>(THEORY & PRACTICAL)</p>	<p>CO1: Apply the various methods of data collection and present data using appropriate tools of diagrammatic/graphical representation.</p> <p>CO2: Determine the measures of central tendency (mean, median, mode), dispersion and employ them to formulate economic policies in national/global environment.</p> <p>CO3: Choose appropriate statistical analysis tools, apply them in hypothetical environments and evaluate economic behaviors.</p> <p>CO4: Evaluate the derivatives of simple algebraic functions using standard rules, employ them in managerial decision making and develop decision making skills needed for employment</p> <p>CO5: Determine cost/revenue functions related to derivatives and apply the principles of maxima/ minima in economic analysis.</p>



CORE III	INTERMEDIATE MICROECONOMICS	<p>CO1: Distinguish between the various forms of market and establish market equilibrium under monopolistic competition and oligopoly</p> <p>CO2: Apply the tools and concepts of game theory in decision making</p> <p>CO3: Analyse various kinds of factor markets and price determination process of factor inputs</p> <p>CO4: Compare and contrast the various theories of rent, interest and profits.</p> <p>CO5: Analyse General Equilibrium and welfare using Edgeworth box.</p>
CORE IV	INDIAN ECONOMY II	<p>CO1: Distinguish between different kinds of Industries and analyse their contribution to Economic growth</p> <p>CO2: Assess the various social security measures for labour</p> <p>CO3: Compare the composition and direction of Foreign trade in India and evaluate the Balance of Payments position</p> <p>CO4: Analyse the structure of Financial system in India and the role of Central Bank</p> <p>CO5: Examine the nature and scope of Public Finance in India with special reference to Union Budget and Fiscal deficit</p>
ALLIED II	<p>QUANTITATIVE TECHNIQUES FOR ECONOMICS II</p> <p>(THEORY & PRACTICAL)</p>	<p>CO1: Determine the correlation coefficient, line of regression and apply them in the field of econometrics.</p> <p>CO2: Determine Index numbers using different methods and apply the notion of probability to solve economic problems in global environment</p> <p>CO3: Formulate practical situations into a linear programming model and compute the optimal solution using appropriate techniques.</p> <p>CO4: Explain the procedure of solving transportation & assignment models and apply it in resource mobilization/job allocation in any organization to meet local needs</p>



		CO5: Evaluate cost function, revenue function, consumer's and producer's surplus using methods of integration.
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UG FOUNDATION COURSE ENGLISH

COURSE OUTCOMES (COs)

On completion of the course students will be able to

COURSE COMPONENT	COURSE	COURSE OUTCOMES
FOUNDATION COURSE	GENERAL ENGLISH I	CO1: Demonstrate their competency in various forms of writing CO2: Critically analyse various genres in literature CO3: Integrate effectively the four basic skills in learning (Reading, Writing, Listening and Speaking) CO4: Demonstrate the ability to use English language CO5: Integrate their critical ability with their language skills to communicate effectively.
FOUNDATION COURSE	ENGLISH II	CO1: Demonstrate their analytical skills in communication. CO2: Integrate their language ability into professional communication. CO3: Utilize their knowledge of English to build their career and apply for higher studies. CO4: Produce important forms of writing with unity of thought, coherence and sentence structures CO5: Take part in various competitive and international English language tests.
FOUNDATION COURSE	BUSINESS ENGLISH	CO1: Demonstrate their Business English vocabulary CO2: Build a career in an international context. CO3: Develop knowledge and competency in office/ business communication CO4: Compose different formats of business communication CO5: Communicate confidently and make effective presentations in work environment



FOUNDATION COURSE	ENGLISH III	CO1: Construct effective communication using mass media CO2: Utilize critical and linguistic skills to write effective communication CO3: Apply editing and proof reading skills for better communication. CO4: Demonstrate enhanced critical and linguistic skills through writing for media. CO5: Produce content for technical writing in English.
FOUNDATION COURSE	ENGLISH IV	CO1: Analyse Ethical and cultural values discussed through various forms of literature. CO2: Compare and analyse different themes from world literature. CO3: Critically analyse various forms of literature. CO4: Demonstrate critical thinking ability and creative writing skills by analyzing diverse types of literature with primary focus on socio-cultural values. CO5: Recognise, explain and apply various rhetorical modes in writing(analysis, explanation, narration, summation)

UG FOUNDATION COURSE LANGUAGE

TAMIL COURSE OUTCOMES (COs)

On completion of the course students will be able to

COURSE COMPONENT	COURSE	COURSE OUTCOMES
FOUNDATION COURSE	TAMIL I	CO1: Compare the structure of various language families. CO2: Discuss the moral values depicted in the Sangam Literature. CO3: Summarise the history of Kurunthogai, Aganaanooru, Puranaanooru and explain Adhiyaman's interest in Avvaiyar's tamil poems. CO4: Classify the different types of epics and discuss the social constructs that existed during the Sangam period CO5: Outline the etymology of Tamil words and its pronunciation



FOUNDATION COURSE	TAMIL II	<p>CO1: Discuss the early Tamilians way of worship and their levels of devotion through Bakthi Literature and Sitrilakiyam.</p> <p>CO2: Analyse the virtues of good living like love and affection, courtesy, art of parenting, morality and self-confidence as specified in Thirukkural.</p> <p>CO3: Explain the contributions of Shaivism to Tamil language and how Azhwars paved way for the growth of the language.</p> <p>CO4: Classify the types of words.</p> <p>CO5: 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>
FOUNDATION COURSE	TAMIL – III	<p>CO1: Identify the potential benefits of how technology & computers can become an essential tool in harmonizing the usage of Tamil as a medium of communication.</p> <p>CO2: Demonstrate various levels of skills required to write poetry, short story, novel and drama.</p> <p>CO3: Explain the contribution of women in the field of Tamil literature.</p> <p>CO4: Demonstrate their understanding of translation skills in translating paragraphs from Tamil to English.</p> <p>CO5: Demonstrate their translating skills by translating information from newspapers, magazines and periodicals.</p>
FOUNDATION COURSE	TAMIL – IV	<p>CO1: Discuss the origin of Tamil magazine and newspapers.</p> <p>CO2: Critically analyse and review movies from the standpoints of creativity and depiction of social themes.</p> <p>CO3: Analyse societal problems discussed in Tamil Literature</p> <p>CO4: Examine the grammatical elements of good writing as depicted in Tholkappiyam.</p> <p>CO5: Summarise the ethics of fine writing as presented in Nannool.</p>

COURSE OUTCOMES (COs)

On completion of the course students will be able to

COURSE COMPONENT	COURSE	COURSE OUTCOMES
NON MAJOR ELECTIVE I	BASIC TAMIL- I	CO1: Write vowels and consonants in Tamil
		CO2: Tell Vowels and consonants in Tamil
		CO3: Name the colours and days of the week
		CO4: Recall the words of relationships in Tamil
		CO5: Construct short sentences in Tamil



NON MAJOR ELECTIVE II	BASIC TAMIL- II	CO1: Tell the opposite word for a given Tamil word
		CO2: Demonstrate their communication skills in Tamil
		CO3: Describe the arts and festivals of Tamil culture
		CO4: Discuss traditional games of Tamil Nadu
		CO5: Demonstrate their reading skills in Tamil

COURSE OUTCOMES (COs)

On completion of the course students will be able to

COURSE COMPONENT	COURSE	COURSE OUTCOMES
NON MAJOR ELECTIVE I	ADVANCED TAMIL – I	CO1: Explain Bharathiyar and Bharathidasan poems
		CO2: Discuss Erode Tamizhanban and Vairamuthu’s Poems
		CO3: Apply Interview and Research skills
		CO4: Write essays in Tamil
		CO5: Critically analyse movies and write Books reviews
NON MAJOR ELECTIVE II	ADVANCED TAMIL – II	CO1: Interpret and analyse Tamil poems
		CO2: Demonstrate their understanding of their language skills by writing letters in Tamil
		CO3: Critically analyse Tamil short stories
		CO4: Paraphrase Tamil novels
		CO5: Demonstrate their translation skills.

HINDI COURSE OUTCOMES (COs)

On completion of the course student will be able to

COURSE COMPONENT	COURSE	COURSE OUTCOMES
FOUNDATION COURSE	HINDI- I	CO1: Discuss history of Hindi literature especially Aadi kaal and Bhakti kaal
		CO2: Analyse the contributions of Bhakti kaal-Reeti kaal poets
		CO3: Analyse the origin of Hindi short stories
		CO4: Apply rules of grammar for writing and speaking.
		CO5: Construct official letters using technical words
FOUNDATION COURSE	HINDI- II	CO1: Discuss history of Hindi literature especially Reeti kaal and Adhunik kaal.
		CO2: Analyse the contributions of Reeti kaal and Adhunik kaal poets.
		CO3: Analyse Hindi short stories and one act plays.



		CO4: Apply rules of grammar for writing and speaking.
		CO5: Demonstrate their skills in translation
FOUNDATION COURSE	HINDI- III	CO1: Discuss history of Hindi literature especially Chhyavad and Chhayavadottar kaal.
		CO2: Explain prominent poems of Chhayavadi poets.
		CO3: Critically analyse Hindi short stories
		CO4: Outline the profiles of prominent Hindi Magazines that contributed to independence movement and also to demonstrate their skills in the theory of translation.
		CO5: Apply basic concepts of Hindi grammar in writing
FOUNDATION COURSE	HINDI- IV	CO1: Discuss history of Hindi literature especially Pragathivaad and Prayogvaad
		CO2: Analyse prominent works of Pragathivaadi and Prayogvaadi poets and Nai Kavita
		CO3: Discuss Modern Hindi Literature especially essays and one-act plays
		CO4: Critically analyse the Rasas and Alankars in Hindi poems
		CO5: Apply basic concepts of Hindi grammar in writing

SANSKRIT COURSE OUTCOMES (COs)

On completion of the course students will be able to

COMPONENT	COURSE	COURSE OUTCOMES
FOUNDATION COURSE	SANSKRIT- I	CO1: Recall the application of nouns with different endings.
		CO2: Demonstrate critical thinking and decision-making skills through fables
		CO3: Explain the nuances of behavioural ethics through fables from Panchatantra
		CO4: Analyse the values treasured in epigrammatic verses
		CO5: Analyse and appreciate Kalidasa's mastery over the usage of similies in Raghuvamsa
FOUNDATION COURSE	SANSKRIT- II	CO1: Recall rules in grammar
		CO2: Infer the etymological explanation of the epithets of Vishnu from Krishnasya shaishavam
		CO3: Develop cognitive ability by recalling slokas
		CO4: Critically analyse the importance of minimalistic living explained in Bajagovindam
		CO5: Interpret holistic development explained through didactic verses.
FOUNDATION COURSE	SANSKRIT- III	CO1: Interpret and analyse cultural sophistication discussed in indigenous texts
		CO2: Explain the functions of variety of expressions used in the texts



		CO3: Compare and contrast the aspects of traditional wisdom dealt with in “Kadambari”
		CO4: Develop a critique on social responsibilities and patriotism discussed in Dasakumara Charitam
		CO5: Illustrate various figures of speech
FOUNDATION COURSE	SANSKRIT- IV	CO1: Demonstrate the elements of Drama
		CO2: Explain the need of mental strength and resilience discussed in Madhyamavyayoga of Bhasa
		CO3: Evaluate characters’ commitment in Madhyamavyayoga towards protecting the people
		CO4: Develop a critique on social responsibility and righteousness discussed in Madhyamavyayoga
		CO5: Recall a range of poetic metres

FRENCH COURSE OUTCOMES (COs)

On completion of the course students will be able to

COURSE COMPONENT	COURSE NAME	COURSE OUTCOMES
FOUNDATION COURSE	FRENCH-I	CO1: Demonstrate communication skills in French. CO2: Recall basic concepts and vocabulary rules. CO3: Integrate four basic skills of French language- writing, speaking, reading & listening. CO4: Express oneself effectively and accurately in simple present tense. CO5: Apply grammatical and lexical notions required for communication
FOUNDATION COURSE	FRENCH -II	CO1: Establish their understanding of French words in day-to-day situations CO2: Construct sentences using appropriate French vocabulary and grammar. CO3: Demonstrate their understanding of the nature of learning a foreign language and also to develop strategies to learn the same. CO4: Make use of vocabulary that will prepare them for a travel to a French-speaking country. CO5: Validate their critical thinking skills to broader and complementary areas of discipline.
FOUNDATION COURSE	FRENCH -III	CO1: Make use of their communicative skills so as to be able to respond to simple everyday contexts. CO2: Establish familiarity in the study of literary and cultural texts.



		<p>CO3: Explain a text in their own words using correct grammar and vocabulary.</p> <p>CO4: Demonstrate their language skills by reading the texts aloud and also translating it.</p> <p>CO5: Analyse a literary text in descriptive and narrative aspects.</p>
FOUNDATION COURSE	FRENCH -IV	<p>CO1: Explain the theoretical aspects of French vocabulary with examples provided from present day literature and day to day conversation.</p> <p>CO2: Analyse and interpret given texts</p> <p>CO3: Produce written work like letters, critiques and summaries that is substantive, organized, and grammatically accurate.</p> <p>CO4: Appraise the narrative form through short stories in French.</p> <p>CO5: Manifest their skills in reading and translating French texts accurately.</p>

VALUE EDUCATION COURSE OUTCOMES (COs)

On completion of the course students will be able to

COURSE COMPONENT	COURSE	COURSE OUTCOMES
	VALUE EDUCATION	<p>CO1: Realise their inner strength and potential and remove negativity from their minds</p> <p>CO2: Derive strategies for being successful women in life.</p> <p>CO3: Develop into more ethical and value based citizen</p> <p>CO4: Analyse the work of the ancient treasures of wisdom</p> <p>CO5: Imbibe social values and transform into socially responsible citizens.</p>

ENVIRONMENTAL STUDIES COURSE OUTCOMES (COs)

On completion of the course students will be able to

COURSE COMPONENT	COURSE	COURSE OUTCOMES
	ENVIRONMENTAL STUDIES	<p>CO1: Discuss the effect of environmental changes and the need for conservation of the natural resources.</p> <p>CO2: Explain the significance of renewable resources and trace the causes for resource depletion.</p> <p>CO3: Evaluate the importance of biological processes in conservation of biodiversity.</p>



	<p>CO4: Propose restoration methods to the causes of pollution and suggest restoration methods to set right global pollution issues.</p> <p>CO5: Develop concepts of sustainability locally and globally and study the impact of environmental changes for sustainable development.</p>
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SKILL BASED ELECTIVES

COURSE OUTCOMES (COs)

On completion of the course students will be able to

COURSE COMPONENT	COURSE	COURSE OUTCOMES
SKILL BASED ELECTIVES UG PROGRAMME	COMMUNICATION SKILLS	<p>CO1: Comprehend and apply their understanding of human communication and language processes in a variety of contexts, including interpersonal, intrapersonal, small group, professional, media, gender, family, intercultural communication, virtual communication, and so on.</p> <p>CO2: Gain skills such as conflict resolution, understanding small group procedures, active listening, and insight that will help them work productively with others.</p> <p>CO3: Competence of how the application of spoken and nonverbal communication impacts culture, behaviour, and action in daily lives.</p>
	PRESENTATION SKILLS	<p>CO1: Enhance research skills in the administration of research tools and data collecting.</p> <p>CO2: Learn, develop, and master the skills required to make an efficient, clear, and engaging presentation using digital and non-digital presentation tools.</p> <p>CO3: Use vocal diversity in terms of pace, pitch, and intensity. Use proper grammar, syntax, and clear intonation.</p>
	PERSONAL EFFECTIVENESS PROGRAMME	<p>CO1: Understand how to improve resilience under pressure and reduce the harmful consequences of stress.</p> <p>CO2: Identifying the learners' strengths, traits, capabilities, and skills to understand how to formulate specific goals and objectives and develop an action plan to achieve them.</p> <p>CO3: Ability to lead and harmonise the varied personalities in a team so that they may better coordinate and complement one another</p>



	LIFE SKILLS	<p>CO1: Analyze and classify various life skills that are required in both personal and professional life.</p> <p>CO2: Identify job prospects whilst considering their own potential and aspirations in mind, and create a positive personal image and social etiquette in order to have a constructive effect on the development of one's chosen career.</p> <p>CO3: Analyze various leadership models and understand/assess their skills, strengths, and abilities that affect their own leadership style and can help them develop their leadership vision.</p>
SKILL BASED ELECTIVES PG PROGRAMME	RESEARCH AND PRESENTATION SKILLS	<p>CO1: Analyze and evaluate scholarly journal articles in their relevant disciplines critically.</p> <p>CO2: Demonstrate writing and referencing skills in connecting with both academic and public audiences.</p> <p>CO3: Synthesize their research, academic, and professional interests and aspirations, and articulate the relevance of their research to their coursework and professional future.</p>
	COUNSELLING FOR PERSONAL EFFECTIVENESS	<p>CO1: The ability to set a clear and specific goal and adhere to it long enough to accomplish it.</p> <p>CO2: Identify and acknowledge the strengths and opportunities for improvement through SWOT analysis</p> <p>CO3: Develop self-awareness and implement well-defined strategies to manage with emotions and stress.</p>
	LEADERSHIP AND GENERAL MANAGEMENT SKILLS	<p>CO1: Enhance overall understanding of a leader's responsibilities.</p> <p>CO2: Gain a grasp of change processes and the ability to think critically about change impediments.</p> <p>CO3: Students will comprehend and be able to use a decision-making process.</p>
	CAREER MANAGEMENT SKILLS	<p>CO1: Create an attractive résumé and cover letter.</p> <p>CO2: Participate productively at networking events.</p> <p>CO3: Understand the goal and methodology of interviews, along with techniques for self-presentation.</p>

CERTIFICATE COURSE IN GOODS AND SERVICE TAX AND INTERNATIONAL TAXATION

COURSE OUTCOMES (COs)

On completion of the course students will be able to

COURSE	COURSE OUTCOMES
GOODS AND SERVICE TAX - 1	<p>CO1: Outline the provisions in relation to time and value of supply, input tax credit, filing of GST returns, GST audit and appeals</p> <p>CO2: Analyse the Compliance, administrative and Control systems applicable to manufacturers and exporters</p> <p>CO3: Demonstrate GST registration process and method of generating GST identification number to facilitate collection of tax</p> <p>CO4: Evaluate the electronic payment process through net banking, RTGS, NEFT debit and credit cards</p> <p>CO5: Generate GST returns with respect to Outward supplies, Inward supplies, monthly summary returns and returns for composite scheme suppliers</p>
GOODS AND SERVICE TAX - 2	<p>CO1: Generate financial records in cloud accounting for GST and understand tracking and accountant section data</p> <p>CO2: Develop brand building and formulate customization, automation and integrated book keeping applications</p> <p>CO3: Design accounting software for company creation and gain understanding of GST percentage fixation</p> <p>CO4: Make journal and passing entries for Intra state services</p> <p>CO5: Examine passing entries, tax payment entries and sale entries for Goods and Services in Inter State sale of Goods</p>
INTERNATIONAL TAXATION - 1	<p>CO1: Examine US federal tax system and GAAP</p> <p>CO2: Outline authoritative hierarchy, commutations with clients and accounting methods with tax election types</p> <p>CO3: Apply concepts related to Individual Taxation under various heads of income, its computation and exemption benefits</p> <p>CO4: Apply provisions for computation of Alternate Minimum Tax to Indian and Foreign Nationals in tax calculations and filling forms</p> <p>CO5: Evaluate various property transactions and compute property tax</p>
INTERNATIONAL TAXATION - 2	<p>CO1: Propose accounting transactions with respect to a partnership firm</p> <p>CO2: Evaluate termination simulations, liability treatment and tax computations</p> <p>CO3: Estimate distribution and consolidation of tax for corporations through entity transactions</p> <p>CO4: Calculate income, built in gains and tax for Statutory corporations</p> <p>CO5: Apply provisions for calculation of income of trusts, estates and evaluate unrelated business income</p>



CERTIFICATE COURSE IN GERMAN A LEVEL

COURSE OUTCOMES (COs)

On completion of the course students will be able to

COURSE	COURSE OUTCOMES
GERMAN A1 LEVEL	CO1: Examine definite and indefinite articles and personal pronouns of the subject CO2: Examine definite and indefinite articles and pronouns of the Object CO3: Demonstrate usage of regular, irregular, modal, separable and inseparable verbs CO4: Show usage of nouns, alphabets, health, hobbies, vacation and work CO5: Develop the W questions, prepositions and adjectives in sentences
GERMAN A2 LEVEL	CO1: Analyse the usage of Reflexive verbs CO2: Show application of adjective endings and comparison to adjectives CO3: Design Anschlusse – connectors for usage of various types of German Conjunctions CO4: Demonstrate usage of possessive pronouns and verbs with prepositions in relative sentence construction CO 5: Apply adverbial pronouns and pronouns with verbs in grammatical contexts
GERMANY, ITS LAND AND CULTURE	CO1: Examine the demography and break the stereotypes associated with Germany CO2: Critically Examine ancient and modern German history, the rise and fall of the Berlin Wall and stigmas associated with its past CO3: Show important local celebrations in Germany and its food, music, cinema and mass media culture CO4: Examine the family systems, value and moral systems and core concepts of social hierarchy and socio- relational boundaries in Germany CO5: Research upon the modern education and economic system in Germany through its everyday life
BASICS OF SANSKRIT	CO1: Construct simple sentences for effective communication through an understanding of Sanskrit language CO2: Examine basic grammatical concepts at the foundation level CO3: Apply usage of 20 prepositional particles prefixed to verbs and action nouns and gender usages CO4: Develop comparative philology, linguistics, phonetics, syntax and semantics CO5: Compare and Contrast the similarities between Sanskrit and German

DIPLOMA PROGRAMME IN COMPUTER APPLICATIONS

PROGRAMME SPECIFIC OUTCOMES (PSOs)

On completion of the Diploma in Computer Applications programme students will be able to

PSO 1	Develop an understanding of Microsoft publisher environment and publication window
PSO 2	Apply the usage of Accounting and Publishing software tools and techniques
PSO 3	Rewrite application programmes based on competencies in usage of Database Management
PSO 4	Apply knowledge of ethical hacking and the legal provisions on its prevention

COURSE OUTCOMES (COs)

On completion of the course students will be able to

COURSE	COURSE OUTCOMES
PUBLISHING SOFTWARE	<p>CO1: Develop a publication through an overview of the Microsoft Publisher environment</p> <p>CO2: Demonstrate ability to navigate with publisher windows, menus commands and modify layout and structure of a publication</p> <p>CO3: Apply format Graphics techniques in a publication</p> <p>CO4: Evaluate layering techniques and format objects in a picture</p> <p>CO 5: Calculate page layout dimensions using rulers and guides to arrange objects</p>
DATABASE MANAGEMENT AND ANALYSIS USING SPREADSHEETS	<p>CO1: Analyse the methods of working efficiently on worksheets including referencing, linking and application of Basic functions and short cut features</p> <p>CO2: Generate outputs using math, Statistical functions, formula evaluations and auditing</p> <p>CO3: Apply Data validation, sorting tables, applying filters to data and encryption of workbooks</p> <p>CO4: Construct Charts using 3D graphics, generate trend lines and curves used for prediction</p> <p>CO5: Formulate Reports and Pivot tables, custom formats and record macros</p>
WEB PROGRAMMING	<p>CO1: Analyse application of HTML, tags, linking documents and style sheet</p> <p>CO2: Apply Java script Syntax, array and functions</p> <p>CO3: Develop Java Script Document Object Model</p> <p>CO4: Construct programs using ASP.Net Language structure, page structure, HTML server controls and Data Repeater</p> <p>CO5: Demonstrate use of Validator Controls, Data Grid Controls and Error Issues and handling</p>



BIG DATA ANALYSIS	<p>CO1: Estimate applicability of Big data Platform, modern analytics tools and Hadoop ecosystems components</p> <p>CO2: Outline HDFS concepts, develop map reduce applications and examine sample map reduce programs using API concepts</p> <p>CO3: Apply Pig commands and operators and Hive architecture, features and user defined functions</p> <p>CO4: Examine basics of R and R studio and use data using CSV and Excel files for creating string and data operations in R</p> <p>CO5: Demonstrate application of analysis techniques of Central tendency, dispersion, t – test, Chi square, regression, clustering and sensitivity analysis</p>
SOFTWARE TESTING	<p>CO1: Design of test cases through an understanding of testing in software development life cycle</p> <p>CO2: Examine the role of QTP fundamentals, record and replay of tests</p> <p>CO3: Discriminate between parameterization and synchronization</p> <p>CO4: Analyse the application of checkpoints and recovery scenario manager</p> <p>CO5: Develop Web and Database Application testing</p>
ETHICAL HACKING	<p>CO1: Examine types, effects and effects of data threats, malwares and protection against malwares and security in organizations</p> <p>CO2: Apply web tools for foot printing, Trojans, worms, backdoors, social engineering and piggybacking</p> <p>CO3: Evaluate Physical security, attack and protection measures, cryptography and hacking of Linux and windows</p> <p>CO4: Assemble the code for Firewall, web filtering, session hijacking, SQL injection, buffer overflow and hacking of mobiles and Bluetooth</p> <p>CO5: Apply legal provisions relating to ethical hacking, hijacking and penetration testing</p>

DIPLOMA PROGRAMME IN FASHION DESIGN

PROGRAMME SPECIFIC OUTCOMES (PSOs)

On completion of the DIPLOMA IN FASHION DESIGN programme students will be able to

PSO 1	Propose Fashion Sensibilities through conceptual learning
PSO 2	Demonstrate skills in Garment Construction and Styling
PSO 3	Design Textiles and exhibit understanding of techniques in Surface Ornamentation
PSO 4	Apply knowledge of Integration of Fashion using Computer Applications



COURSE OUTCOMES (COs)

On completion of the course students will be able to

COURSE	COURSE OUTCOMES
FASHION DESIGN CONCEPTS	CO1: Examine basics of fashion cycles and fashion designing CO2: Design Structures, colour harmony and apply the techniques in the apparel market CO3: Evaluate the principles of design, its characteristics, rhythm and harmony CO4: Design Apparels' neckline, waistlines, hemlines, collar, sleeves, frills and gatherings CO5: Develop wardrobe planning for formal, casual, sports and party wear for all genders.
FASHION ILLUSTRATION	CO1: Outline the basics of different head theories and application of 10 head theories in Illustrations. CO2: Discriminate between the different fabric drapes and variety of sketches CO3: Design flat sketches for children in party wear, casual wear, beach wear, night wear and ballroom gowns CO4: Propose Flat sketches for men adopting head theories in casual, party beach and sportswear CO5: Recommend garment views for women showcasing photographic poses and creation of a portfolio
STYLING	CO1: Propose styling techniques and aid in styling research CO2: Integrate colour analysis, body types, face shapes and develop professional fashion vocabulary CO3: Evaluating fashion trends and making fashion forecasting through a timeline analysis CO4: Apply golden mean ration, principles of scientific measurement and study art of camouflaging defect CO5: Evaluate the concepts of merchandising
GARMENT CONSTRUCTION AND FASHION MANAGEMENT	CO1: Analyse elements and functions of clothing through breakdown of Garment Flow process by case study methods CO2: Design basic patterns and grading through computer aided pattern making for development of fashionable garments CO3: Demonstrate the ability to draft and cut patterns for all garment types and checking fit of garments by eliminating causes for poor fit CO4: Outline basic garment sewing machine parts and critically evaluate its mechanisms CO5: Formulate quality parameters and apply the sewing, threading, lining, zipping and fastening techniques
TECHNIQUES AND SURFACE ORNAMENTATION OF	CO1: Analyse the use of special attachments to sewing machines for Embroidery and surface ornamentation CO2: Generate various hand Embroidery stitches, knots, Crocheting, knitting and tatting designs



TEXTILE AND DESIGNING	<p>CO3: Design and produce fabric appliqué, sequins, cut work, thread work, mirror work on children and women's apparel</p> <p>CO4: Apply various print design techniques including block, tie and dye, batik, fabric painting, stencil preparation and other techniques in manufacture of garments</p> <p>CO5: Compare and Contrast machine embroidery stitches using SNLS and computerized embroidery machines in cording, boring and Chenille works</p>
COMPUTER APPLICATIONS IN FASHION DESIGNING	<p>CO1: Create image editing tools, brushes, patterns and textures using gradients</p> <p>CO2: Design for print media working with vector and marquee text, colour correction and separation techniques</p> <p>CO3: Apply digital drawing in designing logos, sign boards, design mood boards and story boards</p> <p>CO4: Construct syllabus for illustrator and design palettes menus and tool types</p> <p>CO5: Formulate multiple art boards and work with drawing essentials to create flat sketches</p>

DIPLOMA PROGRAMME IN MULTIMEDIA

PROGRAMME SPECIFIC OUTCOMES (PSOs)

On completion of the DIPLOMA IN MULTIMEDIA programme students will be able to

PSO1	Create Linear templates and build 3D Models
PSO2	Demonstrate skills in creating cartoon, interior and exterior modelling
PSO3	Analyse the usage of character and non – linear animation techniques
PSO4	Apply knowledge of mapping, shading in imaging using adobe and other photoshop tools and techniques

COURSE OUTCOMES (COs)

On completion of the course students will be able to

COURSE	COURSE OUTCOMES
INTRODUCTION TO MAYA 3D	<p>CO1: Apply the basics of Maya 3D Interface, UI, menus and icons</p> <p>CO2: Create Channel box using Attribute Editor and objects in 3D space.</p> <p>CO3: Analyse usage of Poly editing tool and Polygonal Modelling</p> <p>CO4: Demonstrate modelling with NURBS and combining techniques and surface history</p> <p>CO 5: Develop 3D models of objects.</p>
3D CHARACTER MODELLING AND SET MODELLING	<p>CO1: Develop anatomy character mesh flow and shape detailing techniques</p> <p>CO2: Generate work flow on Polygon tools and split tools</p> <p>CO3: Design character modelling of Living and Non – living things</p> <p>CO4: Develop interior modelling of spaces and rooms</p>



	CO5: Construct exterior models of houses, buildings, parks, bus stands and the likes
ART OF SHADING (ADOBE PHOTOSHOP) AND LIGHTING	CO1: Propose a Map of environments and characters using UV mapping techniques CO2: Develop images using texture painting and custom Photoshop tools CO3: Rank and rate maps, lighting, shadows and Mental Ray Occlusion Override CO4: Apply the control techniques by recognizing the 6 types of light sources CO5: Investigate the nuances in the usage of lighting systems and exposure control
RIGGING AND ANIMATION	CO1: Outline the application of Animation to objects CO2: Analyse usage of editing keys using Graph Editor CO3: Demonstrate the ability to apply forward and inverse Kinematics CO4: Generate character animation through animation processes CO5: Formulate non – linear animation using Maya’s new body IK setup
3D CAMERA AND RENDERING	CO1: Demonstrate ability in configuring and aiming cameras CO2: Apply functions of camera motion Blur and Depth of field features and environment and settings CO3: Examine introduction to scene and prepare scene for render CO4: Appraise different Render Engines with rendering settings CO5: Develop Final Render by understanding output with different formats
EDITING (ADOBE PREMIERE) AND PROJECT CREATION – 3D SHORT FILM	CO1: Apply video editing tools using Adobe Premiere tools CO2: Develop videos using timeline editing, program monitor and trimming techniques CO3: Apply sound processing and effects to entire sound files and stereo files CO4: Construct movie using movie settings and save file as premiere project. CO5: Make a short film using 3D techniques

DIPLOMA PROGRAMME IN OFFICE MANAGEMENT

PROGRAMME SPECIFIC OUTCOMES (PSOs)

On completion of the DIPLOMA IN OFFICE MANAGEMENT programme students will be able to

PSO 1	Develop an understanding of basic computing skills
PSO 2	Apply the usage of Accounting and Publishing software tools and techniques
PSO 3	Rewrite application programmes based on competencies in usage of Database Management
PSO 4	Apply knowledge of Automated Office Environment in a corporate environment



COURSE OUTCOMES (COs)

On completion of the course students will be able to

COURSE	COURSE OUTCOMES
BASIC COMPUTING SKILLS	CO1: Apply knowledge of Windows operating System CO2: Design MS Word 2010 Documents for office use CO3: Generate MS Excel solutions through Hands on training CO4: Design MS PowerPoint Presentations and Train on Internet deployment CO5: Develop Business Correspondence skills in the Computerized Platform
ACCOUNTING SOFTWARE	CO1: Construct all Accounting Reports using Tally Accounting Software and evaluate the Inventory Management System CO2: Analyse usage of Multi window Ledger operations and the Vouching System CO3: Design Software for Single and Multi-Stock Groups CO4: Create software programs for creating Godowns and altering multiple Godowns CO 5: Analyse the Financial Statements using the Analytical tools
WORK PSYCHOLOGY	CO1: Apply knowledge of work psychology and diversity in workplace CO2: Analyse cognitive and psychomotor abilities and emotional intelligence as a competency tool CO3: Evaluate cognitive, situational judgement, individual assessment testing abilities CO4: Outline the approaches to Organizational Justice, job satisfaction, work life balance and psychological contracts CO5: Apply positive communication, high quality working relationships in organization life and develop strategies for creation of positive and meaningful workplace.
AUTOMATED OFFICE MANAGEMENT	CO1: Discriminate the purpose, role and importance of traditional offices and e – offices CO2: Outline the functions, role qualities and importance of a manger CO3: Develop an efficient system for Office documentation, manuals and charts CO4: Integrate the various office automation equipment to their uses in E-Governance through web portals CO5: Develop Forms Management skills, understand mail anatomy and video conferencing through web browsers
PUBLISHING SOFTWARE	CO1: Develop a publication through an overview of the Microsoft Publisher environment CO2: Demonstrate ability to navigate with publisher windows, menus commands and modify layout and structure of a publication CO3: Apply format Graphics techniques in a publication CO4: Evaluate layering techniques and format objects in a picture CO5: Calculate page layout dimensions using rulers and guides to arrange objects



DATABASE MANAGEMENT AND ANALYSIS USING SPREADSHEETS	CO1: Analyse the methods of working efficiently on worksheets including referencing, linking and application of Basic functions and short cut features CO2: Generate outputs using math, Statistical functions, formula evaluations and auditing CO3: Apply Data validation, sorting tables, applying filters to data and encryption of workbooks CO4: Construct Charts using 3D graphics, generate trend lines and curves used for prediction CO 5: Formulate Reports and Pivot tables, custom formats and record macros
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VALUE ADDED COURSES

COURSE OUTCOMES (COs)

COURSE	COURSE OUTCOMES
BASICS OF COMPUTING SKILLS	CO1: Select and use the appropriate software application to complete a particular task. CO2: Create documents in MS Word format text and develop the ability to use automatic formatting tools. CO3: Critically sort and manipulate data using formulas and functions in a worksheet. CO4: Create and format simple presentations. CO5: Outline the appropriate use of e-mail and e-mail related "netiquette".
INNOVATION AND ENTREPRENEURSHIP MANAGEMENT	CO1: Design and Implement innovation strategies in organisations, corporate foresight and technology to detect sources of competitive advantage. CO2: Examine ethical, environmental and sustainability considerations in business decision-making and practice. CO3: Compare and assess business opportunities. CO4: Develop a plan for implementing entrepreneurial activities in a globalised and competitive environment. CO5: Evaluate paths to value creation through company formation, social innovation and intellectual property licensing.



QUANTITATIVE APTITUDE	<p>CO1: Solve Problems using arithmetic, algebraic, geometrical and statistical methods.</p> <p>CO2: Analyse the Problems logically and implement varied approaches in its solving.</p> <p>CO3: Develop analytical and logical reasoning skills for data interpretation.</p> <p>CO4: Prove competencies in coding and decoding of letters, symbols and numbers.</p> <p>CO5: Present data using graphs, tables, charts and draw inferences from them.</p>
VISUALIZING AND COPY WRITING FOR ADVERTISING	<p>CO1: Analyse the role of creative team and the copywriter in the advertising agency.</p> <p>CO2: Integrate emerging technology with advertising strategies</p> <p>CO3: Outline the creative side of the advertising industry.</p> <p>CO4: Compose skilful headlines, layout design, copy, visual effects and scripts for specific media.</p> <p>CO5: Develop an advertising strategy and plan.</p>
SOCIAL MEDIA AND WEB ANALYTICS	<p>CO1: Examine web and social media analytics and their potential impact.</p> <p>CO2: Analyse the data generated from questionnaire surveys, Web and social media tracking tools.</p> <p>CO3: Examine the various web analytics processes and metrics used to measure online success.</p> <p>CO4: Analyse social media data (e.g. Facebook, Twitter, and Instagram) using social media measurement tools.</p> <p>CO5: Test data such as user experience and social Media comments to understand the sentiments of the customers.</p>
GEOGRAPHICAL INFORMATION SYSTEM	<p>CO1: Outline fundamental concepts and practices of Geographic Information Systems.</p> <p>CO2: Compare and Contrast usage of principles of GIS and GPS for preparing the geospatial database.</p> <p>CO3: Develop models in GIS using Open source and Web GIS.</p> <p>CO4: Outline basic principles of remote sensing.</p> <p>CO5: Analyse the fundamental theory and concepts of the Global Positioning System.</p>
BUSINESS JOURNALISM	<p>CO1: Examine various forms of reporting and structure of news writing.</p> <p>CO2: Categorise the different aspects of editing which are crucial requirements in the job market.</p> <p>CO3: Evaluate basic numerical and statistical concepts.</p> <p>CO4: Critically examine the ethical and legal issues faced by journalists.</p> <p>CO5: Analyse and derive meaningful conclusions for any information.</p>



<p>INTERIOR DESIGN</p>	<p>CO1: Application of knowledge of colours to a space, accurately based on key concepts. CO2: Examine the functional aspects of furniture and designed-object materials. CO3: Evaluate lighting requirements for different functions and tasks. CO4: Test the technical aspects of interior building systems. CO5: Examine the functional aspects of interior materials.</p>
<p>HEALTH AND NUTRITION</p>	<p>CO1: Analyse basic human nutritional needs to maintain good health throughout life. CO2: Develop a balanced diet to improve the general wellness of an individual. CO3: Examine energy and nutritive demand of adults. CO4: Categorize dietary principles and guidelines to overcome malnutrition problems. CO5: Critically Examine the physical and mental benefits of increased fitness activity.</p>
<p>ECOLOGY AND WASTE MANAGEMENT</p>	<p>CO1: Develop an understanding of structure and function of an ecosystem. CO2: Propose different biodiversity conservation measures. CO3: Outline the industry specific solid waste management practices. CO4: Formulate and assess various biotreatment technologies for solid and liquid waste management. CO5: Plan the management, treatment and disposal of hazardous wastes.</p>
<p>CYBER SECURITY</p>	<p>CO1: Examine the driving factors triggering the need for network security. CO2: Investigate the different forms of hacking techniques and the vulnerability exploits. CO3: Analyse the ways in which social media is used to commit organized cyber crime. CO4: Evaluate the underlying theories relevant to cyber security management. CO5: Critically evaluate the measures used to counter cyber organized crime.</p>
<p>MOBILE APP DEVELOPMENT</p>	<p>CO1: Outline the concepts and processes of mobile application development. CO2: Construct an interactive application with multiple activities including audio, video and notifications. CO3: Create various Layouts and views of applications. CO4: Design mobile applications and basic mobile features. CO5: Develop own Android applications effectively.</p>
<p>SOCIAL ETIQUETTE</p>	<p>CO1: Analyse formation of images. CO2: Examine etiquette norms for setting tables during business meetings. CO3: Develop grooming techniques. CO4: Create appropriate dressing techniques for appealing visual presentation.</p>



	<p>CO5: Formulate methods of using etiquette in social and business gatherings and events.</p>
<p>BASIC ACCOUNTING WITH ACCOUNTING SOFTWARE</p>	<p>CO1: Evaluate accounting equations and double-entry bookkeeping. CO2: Construct a trial balance, balance sheet and a profit and loss account. CO3: Integrate Cost concept and techniques in applications and allocation of overhead. CO4: Develop flexible budget as a tool to predict adaptation to unexpected business situations. CO5: Create accounting solutions using Tally Software.</p>
<p>GENERAL AWARENESS</p>	<p>CO1: Analyse current events of national and international importance. CO2: Support the balance of the ecological system through resources allocation. CO3: Defend the role of International organisations in terms of contribution to welfare of nations. CO4: Create analytical models to study the anthropology of the Indian race. CO5: Formulate strategies for economic and social development through a study of demographic, business and governmental policies.</p>
<p>CUSTOMER RELATIONSHIP MANAGEMENT</p>	<p>CO1: Analyse Conceptual foundations of Customer Relationship management. CO2: Formulate strategies for Building customer relationship. CO3: Develop plan to optimize profitability, revenue and customer satisfaction by organizing the enterprise. CO4: Design B2C and B2B marketing strategies for making value additions in terms of customer satisfaction. CO5: Construct a road map on Operational issues in implementing customer relationship management.</p>
<p>BUSINESS DATA ANALYSIS</p>	<p>CO1: Examine spreadsheet functions for usage on business data. CO2: Integrate functions for analysis into business data for assessment of business processes. CO3: Analyse data protection and management techniques. CO4: Construct Performance Analysis tables using business analysis tools. CO5: Develop metrics to evaluate the performance of the companies.</p>
<p>SCRIPT WRITING</p>	<p>CO1: Examine nature, types and genre in script writing. CO2: Critically evaluate media audiences and gender based targeting. CO3: Create content for print media. CO4: Evaluate television and Radio script content. CO5: Design script for new media.</p>
<p>WOMEN AND SOCIETY IN INDIA</p>	<p>CO1: Analyse role of women since Vedic times and their contribution towards the independence movement. CO2: Examine issues on gender and socialisation. CO3: Analyse women's work life balance and health issues. CO4: Construct women's empowerment strategies.</p>



	CO5: Discriminate the emerging role of women in the global environment.
SPOKEN HINDI	CO1: Examine the use of alphabets in spoken language. CO2: Outline the usage of relationship between numbers and other hypernyms. CO3: Construct simple sentences and conversations using grammar. CO4: Develop listening and reproducing skills using oral discussions. CO5: Propose a presentation of the linguistic skills acquired.
ONLINE TRADING	CO1: Analyse the nuances of Initial Public Offer. CO2: Examine the functions of regulatory bodies and the secondary market. CO3: Integrate online trading techniques through simulation process. CO4: Develop fundamental and technical skills. CO5: Develop Investment and trading strategies to develop employability skills.
WORK PLACE COUNSELLING	CO1: Develop an understanding and practice personal and professional responsibility. CO2: Imbibe ethical values and develop self-management skills. CO3: Create a personal plan that fits their personality and style. CO4: Plan and Prioritize work effectively to optimise productivity. CO5: Select and Apply proven techniques for effective communication to overcome challenges in the workplace.