

B. Com (IT)

COURSE OUTCOME

Computer Applications in Business

CO1	:	To understand computer basics – input devices, output devices, hardware, software and operating system - based content
CO2	:	To perform word processing, create, edit and format documents in software.
CO3	:	To calculate, organize, edit and present numerical data in spreadsheet.
CO4	:	To utilize database for creating files, perform queries, and create forms and reports.
CO5	:	Demonstrate fundamental knowledge of MS Word.

Financial Management

CO1	:	Familiarize Participants with Fundamentals of Financial Management in an Organization.
CO2	:	Explore and Develop the Financial Environment in which Firms and Managers Must Operate.
CO3	:	Evaluate the Concepts of Financial Management and Investment, Financing and Dividend Policy Decisions of a Business Concern.
CO4	:	Analyze the Complexities Associated with Management of Cost of Funds in the Capital Structure.
CO5	:	Apply and Leverage and EBIT, EPS Analysis Associated with Financial Data in the Corporate.

Business Law

CO1	:	To know about the contract Act.
CO2	:	To evaluate breach of contract.
CO3	:	To analyze partnership Act.
CO4	:	To evaluate sales Act in India.
CO5	:	To know about bailment, guarantees and warranties.

Company law

CO1	:	Explains the basic concepts of company law and provide the knowledge of company, shares and kinds of the company.
CO2	:	Understand the memorandum of association, describes the memorandum of association and article of association.
CO3	:	Describes the use of prospectus in a company by understanding contents of prospectus along with statement in prospectus and its remedies.

CO4	: Illustrates the relationship between company and debenture holders. Interprets the management of company it's borrowing and legal position.
CO5	: Identify the Companies Act, provides effective time bound winding up process. It also provides for aspects such as new grounds of winding up.

Taxation

CO1	To know about various basic concepts used in Income tax Act.
CO2	Impart knowledge on the provisions of Income tax law and practice and make students Compute the assessment practices under the various heads of income
CO3	Enable students to develop experience in identifying tax issues and applying the income tax Law to arrive at reasoned solutions to problems.
CO4	Described about the provisions of salary income, House property & business or profession and their computation
CO5	Exemplify professional judgments and advice on issues relating to tax payable by Individuals, and companies and other business structures in order to calculate an amount of tax payable or advice on a dispute that may alter the amount of tax payable

Relational Database Management System

CO1	Ability to define a problem at the view level & ability to understand the physical structure of the database to handle data
CO2	Students would be able to implement the logic by using tools like ERD
CO3	Ability to normalize the database & understand the internal data structure
CO4	Students would clearly understand the transaction system & could extract data efficiently

Consumer Behaviour

CO1	: To acquire knowledge on concept caller buyer and buyer's behaviour
CO2	: To study about the motivation
CO3	: To gain knowledge on customers personality
CO4	: To know about the consumers perception
CO5	: To gain knowledge about consumer attitudes

Marketing Management

CO1	: On successful completion of this course, the students should have understood Principles of marketing management, market segmentation Product life cycle, pricing, branding
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CO2	:	To develop a better appreciation and understanding of the role of marketing in a business organization specifically, and in our society at large.
CO3	:	To provide you with opportunities to analyze marketing activities within the firm
CO4	:	To allow you to apply marketing concepts and theories to realistic marketing situations

Computer Networking

CO1	:	To understand the basics of computer networks , models and services.
CO2	:	To explain the transmission media and to apply the error detection and correction of data transmission.
CO3	:	To analyze the importance of different connectivity and Internet .
CO4	:	To implement the various security key services
CO5	:	To illustrate the types of security and digital signature.

Allied

Managerial Economics

CO1	:	Apply economic reasoning to the analysis of selected contemporary economic problems
CO2	:	Understand how households (demand) and businesses (supply) interact in various market structures to determine price and quantity of goods and services produced and consumed
CO3	:	Analyse the efficiency and equity implications of government interference in markets.
CO4	:	Evaluate the intent and outcomes of government stabilization policies designed to correct macroeconomic problems
CO5	:	Use economic problem-solving skills to discuss the opportunities and challenges of the increasing globalization of the world economy.

Agricultural Economics of India

CO1	:	Understand the basic elements of economics aspects and Indian Rural Economy.
CO2	:	Develop the Agricultural Labor and Mechanization of Agriculture.
CO3	:	Understand the theories Agricultural Marketing, Pricing and measures to improve the marketing system.
CO4	:	To know the law of Agricultural Finance and Agricultural Refinance.
CO5	:	Understand the Land Tenure system in India, tenancy Legislation and land ceiling.

Business Environment

CO1	:	Conduct an in-Depth Analysis of a Specific Component of the Business Environment and Relate it to Organization.
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CO2	:	Analyze the Environment of a Business from the Legal & Regulatory, Macroeconomic, Cultural, Political, Technological and Natural Perspectives.
CO3	:	Demonstrate and Develop the Conceptual Framework of Industrial Policies and Regulations in Business Environment and Generate Interest in International Business.
CO4	:	Critically Assess the Social Responsibility of Business Environment of an Organization Using Selected Strategic Tools.
CO5	:	Integrate the Globalization of Indian Business Environment and its Important Role of Ethical Behavior.

Research Methodology

CO1	:	To know the basic of research and formation of problems
CO2	:	Understand and apply the major types of research designs and errors
CO3	:	Formulate clearly defined scaling techniques and report writing
CO4	:	Analyse and summaries the basic terms such as mean, medium and mode
CO5	:	To deal with T-Test, Chi Square-Test etc

Business Mathematics

CO1	:	Define basic terms in the areas of business calculus and financial mathematics
CO2	:	Explain basic methods of business calculus, types and methods of interest account and their basic applications in practice,
CO3	:	Solve problems in the areas of business calculus, simple and compound interest account, use of compound interest account, loan and consumer credit,
CO4	:	Discern effects of various types and methods of interest account,
CO5	:	Connect acquired knowledge and skills with practical problems in economic practice.

Business Statistics

CO1	:	To familiarizes the concept of statistics
CO2	:	To provide practical exposure on calculation of measures of average
CO3	:	To provide practical exposure on calculation of measures of correlation and irrigation
CO4	:	To introduce the students about the concept of provability
CO5	:	To provide practical exposure on calculation of trend analysis

Indian Economy

CO1	:	To expose the students to different sectors and issues of the Indian Economy.
CO2	:	To Understood the nature and structure of Indian Economy
CO3	:	To gain skills in identifying different issues and examining them in the globalized era.

CO4	:	To understand the various economics models and tools required to run a business.
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Principles of Management

CO1	:	Discuss and communicate the management evolution and how it will affect future managers
CO2	:	Observe and evaluate the influence of Historical forces on the current practice of management
CO3	:	Identify and evaluate social responsibility and ethical issues involved in business situations and logically articulate own position on such issues.
CO4	:	Practice the process of management's four functions: planning, organizing, leading, and controlling.
CO5	:	Identify and properly use vocabularies within the field of management to articulate one's own position on a specific management issue and communicate effectively with varied audiences.

Skill Based Subject

Business Correspondence

CO1	:	To develop the written and oral business communication skills
CO2	:	To understand how to prepare a business letter
CO3	:	To evaluate Employment promotion and resignation process
CO4	:	To analyze prepare a reports
CO5	:	To examine application letters

Customer Relationship Management

CO1	:	Understand the concepts of CRM and analyze the customer loyalty, optimizing the customer relationship management.
CO2	:	Educate the students on the practical knowledge with customer services its application in marketing and apply basic marketing concepts to solving marketing challenges.
CO3	:	Develop insights to students about technological revolution and corporate culture in CRM.
CO4	:	Analyze the infrastructure, services and organizations involved in current and emerging CRM practices
CO5	:	Determine the customer relationship management is developed to other business and its importance to the success of the business entity.

Cyber Law

CO1	:	To know the basic concepts which lead to the formation and execution of electronic contracts
CO2	:	To enlighten the students' knowledge on the basic application of Cyber Law in e- Commerce in India.
CO3	:	To growing awareness on privacy is another upcoming trend
CO4	:	To improve cyber security professionals' skills and citizen sensitization and awareness
CO5	:	To Know the Information Technology and Electronic Governance

Service Marketing

CO 1	:	Demonstrate an extended understanding of the similarities and differences in services and tangible Products
CO 2	:	Demonstrate knowledge of segmentation and approach to target market.
CO 3	:	Develop strategies and positioning product/services in the market.
CO 4	:	Specify and analyses the consumers' expectation in services
CO 5	:	To acquire knowledge on emerging trends in service marketing.

Portfolio Management

CO1	:	To Know the Portfolio strategies
CO2	:	To Study the various approaches to security analysis
CO3	:	To Evaluate operational risk for investors and strengthening of fiduciary controls
CO4	:	To Understand Portfolio construction and performance evaluation

Insurance Principles and Practices

CO1	:	Provide a basic understanding of the Insurance Mechanism.
CO2	:	Learn about identification of various types of risks and how to analyses them.
CO3	:	Compare various kinds of insurance plans as well as the contract selection criteria from a cost-benefit point of view.
CO4	:	Evaluate the major Life Insurance and General Insurance Products.
CO5	:	Develop the knowledge about insurance industry in India its regulation and financial assessment.

Banking Theory Law and Practice

CO1	:	Evaluate the procedure for opening, operation and closing of various types of deposit accounts.
CO2	:	Analysis the features of different types of Negotiable Instruments like Cheque, Bill of Exchange, Promissory Note, etc.
CO3	:	Apply the role of paying banker and collecting banker and Understand the general and special relationship between the banker and the customer
CO4	:	Create awareness of features and types of Negotiable instruments in Indian Bank.
CO5	:	Analysis the duties and responsibilities of paying banker and collecting banker

Principles of Auditing

CO1	:	To articulate knowledge of fundamental audit concepts.
CO2	:	To apply critical thinking skills and solve auditing problems through the use of case studies
CO3	:	To explain the legal framework under which Internal Control, Internal Check And Internal Audit.
CO4	:	To demonstrate the ability to undertake research on significant auditing issues and to keep up- to-date with developments in auditing voucher.
CO5	:	To outline the role of verification and valuation of assets.

ELECTIVE

Logistics and Supply Chain Management

CO1	:	Explain and illustrate the significance of logistics operations within a globalized context
CO2	:	Examine the key challenges and levels of risks involved in international logistics to ensure it operates appropriately within global context
CO3	:	Describe and explain logistics services and operations on an international scale
CO4	:	Demonstrate a critical understanding of the various transport modes available and their characteristics in international logistics
CO5	:	Apply international logistics knowledge and practices in international trade operations

2.19BCCE01 Goods and Service Tax

CO1	:	This course aims to build upon the principles of income tax law as covered in an introductory undergraduate income tax law subject
CO2	:	Demonstrate knowledge of the fundamental principles of tax law, including income tax, GST and fringe benefit tax law as it applies to a wide variety of different business types in Australia such as companies, trusts, partnerships and sole proprietors.
CO3	:	Evaluate and synthesis information and existing knowledge from a number of sources.
CO4	:	Communicate ideas effectively in informal group discussions
CO5	:	Demonstrate knowledge of some of the more topical taxation issues affecting businesses in Australia in today's economy.

Brand Management

CO 1	:	Demonstrate to difference between Product and Brands
CO 2	:	Evaluate the pros and cons of brand extension
CO 3	:	To know the brand equity and Positioning & Repositioning of brands
CO 4	:	To equip with buyer behavior concepts and to formulate and justify Buying Decision Behavior
CO 5	:	Analyze the buyer problem, buyer decision making process and Post-purchase Behavior

E-Commerce

CO1	:	To Identify and understand Business models and strategy of e-commerce
CO2	:	To Acquire knowledge in Computers
CO3	:	To Know more about Network service and payment system in e-commerce
CO4	:	To Understand the E- On line banking and various delivery channels
CO5	:	To Know about E-commerce technology and security issues

International Business

CO 1	:	Analyze the role and impact of foreign trade on national economic development.
CO 2	:	To acquire knowledge on Euro currency market GATT – WTO, World Bank and IMF – Functions.
CO 3	:	To Know the differences between export marketing and domestic marketing
CO 4	:	To Analyse the past trend and present position of India's imports and exports
CO 5	:	To broaden knowledge on Foreign exchange and its administration

International Finance

CO1	:	Assess the environment of international finance and its implications on international business.
CO2	:	Define and measure foreign exchange risks and to identify risk management strategies.
CO3	:	Apply the Integrate global developments with the changing business environment in India.
CO4	:	Generalize the process and techniques used to make international investment decisions.
CO5	:	Analyses the nature and functioning of foreign exchange markets, determination of exchange rates and interest rates and their forecasting.

Management Information System

CO1	:	Understand the leadership role of Management Information Systems in achieving business competitive advantage through informed decision making.
CO2	:	Analyse and synthesize business information and systems to facilitate evaluation of strategic alternatives.

CO3	:	Effectively communicate strategic alternatives to facilitate decision making.
CO4	:	Identify the major management challenges to building and using information systems in organizations.
CO5	:	Identify managerial risks related to information system organization processing and utilizing.

Organizational Behaviour

CO1	:	Demonstrate the applicability of the concept of organizational behavior and its nature
CO2	:	To analyzing the complexities associated with management of individual behavior in the organization.
CO3	:	To demonstrate the leadership skills and become a good leader
CO4	:	To equip the student's knowledge with Morale and Productivity and their importance.
CO5	:	Demonstrate how the organizational behaviour can integrate in understanding the stress and role of counsellor.

Enterprise Resource Planning

CO1	:	Understand the basic concepts of ERP and how its derived and Developed from various resources
CO2	:	Easily accessing with the help of knowing the benefits of Enterprise Resource planning.
CO3	:	Inscribe the various Modules processing in the ERP
CO4	:	Exercise the Evaluation of ERP and accessing the ERP related Technologies.
CO5	:	Exercise the other related Technologies of ERP.

Business Ethics

CO1	:	To identify and understand ethics that are relevant and operative in a sustainable business enterprise
CO2	:	To acquire knowledge about Management ethics
CO3	:	To know more about Indian cultures and values
CO4	:	To understand the corporate ethical evaluation of business and ecological environmental issues in Indian context
CO5	:	To know about ethical conflict, ethical code and contracts

Retail Management

CO1	:	Acquired knowledge on Retail Management, its environment, methods of selection.
CO2	:	Gained knowledge on retails sector
CO3	:	Learnt about retails strategic.
CO4	:	Gained facts about merchandise and pricing policy.
CO5	:	learnt about technology retails

Human Resource Management

CO1	:	Acquired knowledge on HRM, its environment, methods of selection, and Interview techniques.
CO2	:	Gained knowledge on training and career development
CO3	:	Students learnt about remuneration and welfare measures.
CO4	:	Gained facts about labour relation and Industrial disputes
CO5	:	Students learnt about Human resource audit, nature and approaches