



(University of Delhi)
Shyam Lal College



Programme Specific Outcomes and Course Outcomes

B.Com (H)

Programme Specific Outcomes

Programme	Programme Specific Outcomes
<p>B.Com (H)</p>	<p>PSO-1: It instill in the students the knowledge and capability of understanding the business world and its complexities. It will also develop the ability and competence to have a problem-solving approach towards the issues which accompany the dynamism attached to the business world.</p> <p>PSO-2: It intends to inculcate attitudes and character that will help students evolve into sensitive and technically sound future business leaders rather than managers and aims at enhancing employability options of the students.</p> <p>PSO-3: It envisages the students to demonstrate inclusive knowledge of the areas related to finance, human resource management, marketing, international business, corporate and business laws, accounting and taxation etc.</p> <p>PSO-4: The students will be made capable of using modern ways and means of dealing with issues arising in the dynamic business world and will also help them tackle the resistances.</p> <p>PSO-5: Students will be trained to develop skills and attitudes needed for critical thinking and adopting a comprehensive problem-solving approach.</p> <p>PSO-6: Students are exposed to the pedagogy that helps them understand real life situations through case-studies. It aims at building the basic ability to think critically, evaluate dispassionately and solve complex problems creatively.</p> <p>PSO-7: The students would be able to think from diverse perspectives and suggest solutions according to their own sensibilities.</p> <p>PSO-8: It inculcates in the young minds the qualities of teamwork, cooperation and solidarity which can be seen as a vision of the current business world though full of competition.</p> <p>PSO-9: It not only infuses into the students the skill set and competence required to maintain the national standards but also makes them competent enough to be capable of comprehending international frameworks keeping in view research aspects in consideration.</p> <p>PSO-10: Understand the need of the current business world and make students capable to look at various aspects from global perspective. It also aims at instituting entrepreneurial skills in the students by instilling in them competencies needed to become an entrepreneur. These would lead to develop an attitude of life-long learning.</p> <p>PSO-11: It would also help in making responsible citizens and facilitate character building.</p> <p>PSO-12: It broadens the horizons of the students by making them understand the intricacies of the business world and overall the economics of the country.</p>

as well as the world. This learning makes them inquisitive to raise concerns and act accordingly. The students are driven to develop an attitude of life-long learning.

PSO-13: It enables the students to be technologically updated as it has courses like computerized accounting system, computer applications etc. which not only make them work using software but also makes them independent enough in this world of digitization. Components related to technological changes have been incorporated which not only makes them digitally literate but also makes them aware of various cyber-crimes and how to take precautionary measures.

PSO-14: It gives a global perspective to the students such that they will be able to integrate national values and beliefs with international culture and competence.

PSO-15: It enables the student to analyse the situation objectively and give effective arguments and judgments on the basis of the analysis being done. This programme teaches the student how to move sequentially in order to solve a problem effectively.

PSO-16: It enables the students to think of a given problem or situation from different perspectives like economic, financial, social, national, global etc. and broadens the horizon of their thought processes. It not only helps the students add dimensions to its decision making but also in reaching to inclusive conclusions.

Course Outcomes

Semester 1

Course Name	Learning Outcomes	Programme Specific Outcomes Are Attained by
<p>BCH: DSC- 1.1 Management Principles and Applications</p>	<p>CO-1: describe the various levels of management and applicability of management principles.</p> <p>CO-2: evaluate a company's competitive landscape as per Porter's Five-force model.</p> <p>CO-3: demonstrate various types of authority, delegation and decentralization in authority</p> <p>CO-4: demonstrate various types of leadership styles and identify the motivation techniques used by leaders.</p> <p>CO-5: discuss the impact of emerging issues in management.</p>	<ol style="list-style-type: none"> 1. Understanding the nuances of authority, responsibility & accountability through presentation, group discussion. 2. Getting a comprehensive view of various styles of leadership and techniques of motivation by real life examples 3. By making students understand the paradigm shift of management through case study
<p>BCH: DSC- 1.2 Business Laws</p>	<p>CO-1: examine basic aspects of contracts vis-a-vis agreements and subsequently enter into valid business propositions.</p> <p>CO-2: describe various modes of discharge of contract and remedies available in case of a breach.</p> <p>CO-3: recognize and differentiate between the special contracts</p> <p>CO-4: analyse the rights and obligations under the Sale of Goods Act.</p> <p>CO-5: apply skills to form and manage entrepreneurial ventures as LLP.</p>	<ol style="list-style-type: none"> 1. The students learn basic aspects of contracts and other Acts under Business laws through chalk and talk, cases, presentations. 2. The laws are highly relevant in real life as concepts are related to real life case laws. 3. The students are made aware of concepts by means of classroom instructions.

<p align="center">BCH: DSC- 1.3 Financial Accounting</p>	<p>CO-1: apply the generally accepted accounting principles while recording transactions and preparing financial statements</p> <p>CO-2: demonstrate the accounting process under a computerized accounting system.</p> <p>CO-3: measure business income applying relevant accounting standards.</p> <p>CO-4: evaluate the impact of depreciation and inventories on Business Income.</p> <p>CO-5: prepare the Financial Statements of sole proprietor firms and Not-For Profit Organisations.</p> <p>CO-6: prepare the accounts for Inland Branches, Departments and Leases.</p>	<ol style="list-style-type: none"> 1. The students are made aware of different accounting concepts by way of classroom instruction. 2. The students get hands-on experience of preparing trading and profit and loss account and balance sheet using Tally Prime software.
<p align="center">BCH: VAC- Financial Literacy</p>	<p>CO-1: familiarity with different aspects of financial literacy such as savings, investment, taxation and insurance</p> <p>CO-2: understanding the relevance and process of financial planning</p> <p>CO-3: promote financial well being</p>	<ol style="list-style-type: none"> 1. Hands on training through excel 2. Case study and projects discussions 3. Real life cases of ITR filing

<p>BCH: GE-Business Organisation</p>	<p>CO-1: examine the dynamics of the most suitable form of business organisation in different situations.</p> <p>CO-2: evaluate the various elements affecting the business environment.</p> <p>CO-3:analyse business models for different organisations.</p> <p>CO-4: record and report emerging issues and challenges of business organisations.</p> <p>CO-5: evaluate changes in the working pattern of modern organisations</p>	<ol style="list-style-type: none"> 1. Students can identify various elements affecting the business environment and conduct a SWOT analysis for the company identified. 2. Visit different enterprises and present a report on business models followed by them through a comparative analysis. 3. Identify changes in the working pattern of modern organisations. 4. Group discussion, presentations on case studies related to real life corporate.
<p>BCH: VAC- Emotional Intelligence</p>	<p>CO-1: introduce the concept of emotional intelligence, its models and components.</p> <p>CO-2: understand the significance of emotional intelligence in self-growth and building effective relationships.</p> <p>CO-3: identify the measures of emotional intelligence.</p>	<ol style="list-style-type: none"> 1. Interactive teaching 2. Real life case studies 3. Projects and presentation on emotional intelligence.

<p>BCH: SEC- Finance for Everyone</p>	<p>CO-1: to understand the importance of financial literacy and the institutions providing financial services</p> <p>CO-2: to prepare a financial plan, budget and manage personal finances</p> <p>CO-3: to open, avail and manage services offered by banks, post offices</p> <p>CO-4: to plan for life insurance and property insurance</p> <p>CO-5: to choose instruments for investment in shares</p>	<ol style="list-style-type: none"> 1. To offer an integrated approach to the understanding of concepts and applications of financial planning through group discussion 2. To help the students in their financial planning through real life cases.
<p>BCH: SEC – Digital Marketing</p>	<p>CO-1: to understand the importance of oral and written communication in day to day working of the organization.</p> <p>CO-2: to develop the inter personal skills and problem-solving skills</p> <p>CO-3: to understand the role of body language in effective communication.</p>	<ol style="list-style-type: none"> 1. To develop inter personal and effective communication skills through discussions 2. To develop problem solving skills and understand its influence on behavior and attitudes of individuals through role model, projects, case studies.
<p>BCH: SEC- Innovation and entrepreneurship</p>	<p>CO-1: identify and comprehend the concepts of creativity, innovation and invention in various contexts.</p> <p>CO-2:enrich their theoretical and conceptual foundations in entrepreneurship.</p> <p>CO-3:gain hands-on experience that shall empower them to identify business and social opportunities and venture in the entrepreneurial landscape.</p> <p>CO-4:prepare themselves to take informed decisions in establishing start-ups and ongoing innovation in organisations</p>	<ol style="list-style-type: none"> 1. Experiential learning through inquiry driven case studies 2. Real-life case studies and projects especially projects 3. Interactive teaching 4. Group discussions

<p>BCH: SEC- Personal Financial Planning</p>	<p>CO-1: students will be able to understand the meaning and appreciate the relevance of financial planning.</p> <p>CO-2: students will be able to understand the concept of investment planning and its methods.</p> <p>CO-3: students will be able to examine the scope and ways of personal tax planning.</p> <p>CO-4: students will be able to analyse insurance planning and its relevance.</p> <p>CO-5: after studying this course, students will be able to develop insight into retirement planning and its relevance.</p>	<ol style="list-style-type: none"> 1. Real life case studies 2. Group discussion 3. Prepare tax planning for an individual 4. Presentations
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Semester 2

Course Name	Learning Outcomes	Programme Specific Outcomes are Attained by
<p>BCH: DSC 2.1</p> <p>Corporate Accounting</p>	<p>CO-1: analyse the matters related to issues of share capital, debentures, bonus shares, redemption of preferences shares and debentures of a company.</p> <p>CO-2: prepare financial statements of companies manually as well as using online software</p> <p>CO-3: interpret the valuation of intangible assets and shares</p> <p>CO-4: describe accounting for Amalgamation and Internal Reconstruction of Companies.</p> <p>Prepare Annual Reports of companies and analyse the voluntary and mandatory information contained in them</p>	<ol style="list-style-type: none"> 1. The students learn to prepare financials of companies as per the relevant standards and Acts 2. The students learn how to account for amalgamation, consolidation and liquidation by doing practical questions

<p align="center">BCH: DSC 2.2 Company Law</p>	<p>CO-1: analyse the regulatory aspects and the broader procedural aspects involved in different types of companies covering the Companies Act, 2013 and Rules</p> <p>CO-2: prepare the basic legal documents required for formation of a company</p> <p>CO-3: analyse the process and documents required for raising capital for the company</p> <p>CO-4: analyse the managerial composition of companies and examine the process of company meetings.</p>	<ol style="list-style-type: none"> 1. The students understand the legal and regulatory aspects of different company laws by means of classroom teaching. 2. The students are apprised of different dimensions of the laws by solving different case laws. 3. The students learn how to account for practical aspects like how to conduct meetings, dividend distribution as they discuss different cases regarding the same
<p align="center">BCH: DSC 2.3 Human Resource Management</p>	<p>CO-1: evaluate the importance of contemporary and emerging HR issues</p> <p>CO-2: analyse the concepts and sources of recruitment and selection process</p> <p>CO-3: Devise employee training and development programs</p> <p>CO-4: design performance appraisal techniques and compensation schemes</p> <p>CO-5: design HR policies for employee engagement and experience; grievances redressal, employee health, safety, welfare, social security, and stress-free work-life balance</p>	<ol style="list-style-type: none"> 1. Developing sensitivity towards creating empathetic human relationships to create an amicable work environment by projects 2. Designing human resource plan with a focus on contemporary and emerging HR issues through case study and presentations.
<p align="center">BCH: GE- Communication in Management</p>	<p>CO-1: analyse the need of communication in management</p> <p>CO-2: interpret the need for effective listening</p> <p>CO-3: examine the concepts of written and spoken communication</p> <p>CO-4: summarise business reports and proposals</p>	<ol style="list-style-type: none"> 1. Group discussion 2. Mock Interviews 3. Presentations 4. Interactive learning using case studies.

<p>BCH: VAC- Financial Literacy</p>	<p>CO-1: familiarity with different aspects of financial literacy such as savings, investment, taxation and insurance</p> <p>CO-2: understanding the relevance and process of financial planning</p> <p>CO-3: promote financial well being</p>	<ol style="list-style-type: none"> 1. Hands on training through excel 2. Case study and projects discussions 3. Real life cases of ITR filing
<p>BCH: VAC- Emotional Intelligence</p>	<p>CO-1: introduce the concept of emotional intelligence, its models and components</p> <p>CO-2: understand the significance of emotional intelligence in self-growth and building effective relationships</p> <p>CO-3: Identify the measures of emotional intelligence</p>	<ol style="list-style-type: none"> 1. Interactive teaching 2. Real life case studies 3. Projects and presentation on emotional intelligence
<p>BCH: SEC- Finance for Everyone</p>	<p>CO-1: to understand the importance of financial literacy and the institutions providing financial services</p> <p>CO-2: to prepare a financial plan, budget and manage personal finances</p> <p>CO-3: to open, avail and manage services offered by banks, post offices</p> <p>CO-4: to plan for life insurance and property insurance</p> <p>CO-5: to choose instruments for investment in shares</p>	<ol style="list-style-type: none"> 1. To offer an integrated approach to the understanding of concepts and applications of financial planning through group discussion 2. To help the students in their financial planning through real life cases.
<p>BCH: SEC – Digital Marketing</p>	<p>CO-1: to understand the importance of oral and written communication in day to day working of the organization.</p> <p>CO-2: to develop the inter personal skills and problem-solving skills</p> <p>CO-3: to understand the role of body language in effective</p>	<ol style="list-style-type: none"> 1. To develop inter personal and effective communication skills through discussions 2. To develop problem solving skills and understand its influence on behavior and attitudes of individuals through role model,

	communication.	projects, case studies.
BCH: SEC- Innovation and entrepreneurship	<p>CO-1: identify and comprehend the concepts of creativity, innovation and invention in various contexts.</p> <p>CO-2: enrich their theoretical and conceptual foundations in entrepreneurship.</p> <p>CO-3: gain hands-on experience that shall empower them to identify business and social opportunities and venture in the entrepreneurial landscape.</p> <p>CO-4: prepare themselves to take informed decisions in establishing start-ups and ongoing innovation in organisations</p>	<ol style="list-style-type: none"> 1. Experiential learning through inquiry driven case studies 2. Real-life case studies and projects especially projects 3. Interactive teaching 4. Group discussions
BCH: SEC- Personal Financial Planning	<p>CO-1: students will be able to understand the meaning and appreciate the relevance of financial planning.</p> <p>CO-2: students will be able to understand the concept of investment planning and its methods.</p> <p>CO-3: students will be able to examine the scope and ways of personal tax planning.</p> <p>CO-4: students will be able to analyse insurance planning and its relevance.</p> <p>CO-5: after studying this course, students will be able to develop insight into retirement planning and its relevance.</p>	<ol style="list-style-type: none"> 1. Real life case studies 2. Group discussion 3. Prepare tax planning for an individual 4. Presentations

Semester 3

Course Name	Learning Outcomes	Programme Specific Outcomes are Attained by
<p>BCH: DSC -3.1: Business Mathematics</p>	<p>CO-1: Assess the applicability of matrices as mathematical tools in representing a system of equations.</p> <p>CO-2: Apply differential calculus to solve simple business problems.</p> <p>CO-3: Evaluate business problems involving complex linear relationships between decision variables and their determining factors.</p> <p>CO-4: Explain mathematical formulation and solution of problems related to finance including different methods of interest calculation, future and present value of money.</p> <p>CO-5: Develop programming for business problems involving constrained optimization.</p>	<ol style="list-style-type: none"> 1. By explaining different mathematical tools like Excel 2. Hand on Practical Sessions 3. Numerical problems 4. Chalk and talk 5. Presentation
<p>BCH: DSC-3.2: Financial Management</p>	<p>CO-1: Analyse the conceptual framework of financial management and get an insight into the concept of time value of money, and risk and return.</p> <p>CO-2: Estimate cash flows for projects, and evaluate their profitability using capital budgeting techniques.</p> <p>CO- 3: Estimate the cost of capital; and critically analyse different capital structure theories and factors affecting capital structure decision of a firm.</p> <p>CO-4: Analyse different theories of dividend and factors affecting dividend policy.</p> <p>CO-5: Estimate working capital requirements of a firm, and device optimum credit policy for a firm.</p>	<ol style="list-style-type: none"> 1. Compute risk and return of various investment alternatives using excel spreadsheet. 2. Estimate cash flows for a hypothetical Start-up. Using excel, evaluate the project's profitability by employing capital budgeting evaluation techniques. 3. Extract data from financial statements of different firms/financial databases and estimate the cost of capital using appropriate software. 4. Extract historical data and evaluate different dividend policies followed by companies of specific industries.

		<p>5. Estimate working capital requirements for any two companies belonging to different industries and compare them.</p>
<p>DSC 3.3 – Principles of Marketing</p>	<p>CO-1: Discuss basic concepts of marketing, marketing philosophies and environmental conditions affecting marketing decisions of a firm.</p> <p>CO-2: Describe the dynamics of consumer behavior and process of market selection through STP.</p> <p>CO-3: Analyse the process of value creation through marketing decisions involving product development.</p> <p>CO-4: Analyse the process of value creation through marketing decisions involving product pricing and its distribution.</p> <p>CO-5: Explore marketing decisions involving product promotion, and draft promotion mix strategies.</p>	<ol style="list-style-type: none"> 1. Prepare a marketing mix for a product of your choice to be targeted to a rural market. 2. Select any product and analyse its segmentation strategy in comparison to its immediate competitive product 3. Examine the marketing strategies followed by companies to prolong the maturity stage and defer its decline. 4. Suggest an appropriate distribution strategy of a product of your choice. 5. Draft promotion mix strategy for a hypothetical e-commerce firm.
<p>BCH: DSE-3.1: Organizational behavior</p>	<p>CO-1: Discuss basic concepts of organizational behavior and their applicability in contemporary organizations.</p> <p>CO-2: analyze various means of managing people at the workplace.</p> <p>CO-3: Recognize the importance of communication and motivation in an organization.</p> <p>CO-4: Critically evaluate the different leadership styles and strategies.</p> <p>CO-5: Summarize the ways to build supportive organizational culture.</p>	<ol style="list-style-type: none"> 1. Analyze the determinants of organizational behavior in different organizations. 2. Evaluate any personality type as a group activity. 3. Perform a role play on TA and Johari Window. 4. Conduct a primary survey to study leadership styles in different organizations. 5. Practice five different types of stress management techniques including meditation.

**BCH: DSE-3.2:
Financial Markets and
Institutions**

CO-1: Describe the components and functions of a financial system.

CO-2: Analyse integration and linkages between different financial systems and describe how they operate.

CO-3: Analyse the functioning and working of money and capital markets.

CO-4: Describe the functioning and role of various financial institutions.

CO-5: Assess global financial markets and institutions, and spillover of financial crisis across countries.

1. Identify one Indian and one global financial conglomerate. Examine their genesis and evolution.
2. Compare the yield curve of India, any other developing country, and a developed country. Analyse the reasons for similarities and differences in them.
3. Pick two leading stock market indices in India. Analyse the method of their computation. Identify the reasons behind the differences and their implications.
4. Pick any three mutual funds and make a comparison based on their risk parameters, portfolio holdings and historical return.
5. Identify any International Financial crisis other than Sub-Prime crisis (2008) and evaluate its spill over on the rest of the world.

<p>BCH: DSE 3.3- Brand Management</p>	<p>CO-1: Comprehend the conceptual framework of brand management</p> <p>CO-2: Analyse brand positioning strategies of popular brands and explore their life cycle</p> <p>CO-3: Design and implement brand strategies</p> <p>CO-4: Discuss the concept of brand equity</p> <p>CO-5: Explore recent issues in branding</p>	<ol style="list-style-type: none"> 1. Analyse the evolution of brands of various companies. 2. Take up popular brands and analyse the life cycle of select brands. 3. Discuss suggestive strategies for brand positioning. 4. Apply brand management strategies to real life products. 5. Use appeals for advertising and branding of products. 6. Understand the rationale behind a brand story. 7. Develop a brand story for a unique product idea. 8. Discuss case studies on 'Brand Equity' for select popular firms 9. Participate in group discussions to discuss the recent issues in branding.
<p>BCH: DSE 3.4- Financial Reporting Analysis & Valuation</p>	<p>CO-1: Analyse and interpret the information provided in the financial statements of a company.</p> <p>CO-2: Evaluate the results of financial statements and disclosures of corporate annual reports.</p> <p>CO-3: Apply principles valuation to tangible and intangible assets.</p> <p>CO-4: Identify the elements of financial statements.</p> <p>CO-5: Summarise the emerging areas in financial reporting.</p>	<ol style="list-style-type: none"> 1. Examine the voluntary and mandatory information contained in the annual report of the select companies. 2. Collect information regarding the method of valuation of property plant and equipment followed by select reputed companies. 3. Analyse and compare annual reports of ten companies regarding tax related information disclosure. 4. Collect and summarise information from business newspapers and periodicals related to latest developments in financial reporting and valuation.

<p align="center">GE- Investing in Stock Markets</p>	<p>CO-1: Evaluate the investment environment as well as risk & return framework.</p> <p>CO-2: Conduct fundamental analysis to identify under-priced/overpriced securities.</p> <p>CO-3: Conduct technical analysis to make buy and hold decisions in the stock market.</p> <p>CO-4: Describe the functioning of Indian Stock Market.</p> <p>CO-5: Analyse mutual funds as an investment alternative.</p>	<ol style="list-style-type: none"> 1. Compute risk and return of various investment alternatives using excel spreadsheet. 2. Estimate the value of equity stocks of at least 2 listed companies by applying principles of fundamental analysis. 3. Extract historical prices and volumes of equity stocks of any two companies. Predict their price movements using appropriate methods of technical analysis. 4. Pick any three mutual funds and compare them on the basis of their risk parameters, portfolio holdings and historical return.
<p align="center">GE- General Management</p>	<p>CO-1: Examine the evolution of management and its significance</p> <p>CO-2: Comprehend and analyse applicability of managerial functions</p> <p>CO-3: Recognise the role of decision-making in business</p> <p>CO-4: Analyse the role of directing in management</p> <p>CO-5: Appraise the function of controlling and contemporary issues in management</p>	<ol style="list-style-type: none"> 1. Assess the applicability of managerial theories in today's corporate world. 2. Discuss the interrelationship between various managerial functions as a group discussion. 3. Perform a role play on bounded rationality or on any other aspect of decision-making. 4. Identify various techniques used by organisations to motivate employees. 5. Study and make a report to assess the impact of emerging issues in management.
<p align="center">BCH: VAC- Financial Literacy</p>	<p>CO-1: familiarity with different aspects of financial literacy such as savings, investment, taxation and insurance</p> <p>CO-2: understanding the relevance and process of financial planning</p>	<ol style="list-style-type: none"> 1. Hands on training through excel 2. Case study and projects discussions 3. Real life cases of ITR filing

	CO-3: promote financial well being	
BCH: VAC- Emotional Intelligence	<p>CO-1: introduce the concept of emotional intelligence, its models and components.</p> <p>CO-2: understand the significance of emotional intelligence in self-growth and building effective relationships</p> <p>CO-3: identify the measures of emotional intelligence</p>	<ol style="list-style-type: none"> 1. Interactive teaching 2. Real life case studies 3. Projects and presentation on emotional intelligence.
BCH: SEC- Finance for Everyone	<p>CO-1: to understand the importance of financial literacy and the institutions providing financial services</p> <p>CO-2: to prepare a financial plan, budget and manage personal finances</p> <p>CO-3: to open, avail and manage services offered by banks, post offices</p> <p>CO-4: to plan for life insurance and property insurance</p> <p>CO-5: to choose instruments for investment in shares</p>	<ol style="list-style-type: none"> 1. To offer an integrated approach to the understanding of concepts and applications of financial planning through group discussion 2. To help the students in their financial planning through real life cases.
BCH: SEC – Digital Marketing	<p>CO-1: to understand the importance of oral and written communication in day to day working of the organization.</p> <p>CO-2: to develop the inter personal skills and problem-solving skills</p> <p>CO-3: to understand the role of body language in effective communication.</p>	<ol style="list-style-type: none"> 1. To develop inter personal and effective communication skills through discussions 2. To develop problem solving skills and understand its influence on behavior and attitudes of individuals through role model, projects, case studies.
BCH: SEC- Innovation and entrepreneurship	<p>CO-1: identify and comprehend the concepts of creativity, innovation and invention in various contexts.</p> <p>CO-2: enrich their theoretical and conceptual foundations in</p>	<ol style="list-style-type: none"> 1. Experiential learning through inquiry driven case studies 2. Real-life case studies and projects especially projects 3. Interactive teaching

	<p>entrepreneurship.</p> <p>CO-3: gain hands-on experience that shall empower them to identify business and social opportunities and venture in the entrepreneurial landscape.</p> <p>CO-4: prepare themselves to take informed decisions in establishing start-ups and ongoing innovation in organisations</p>	<p>4. Group discussions</p>
<p>BCH: SEC- Personal Financial Planning</p>	<p>CO-1: students will be able to understand the meaning and appreciate the relevance of financial planning.</p> <p>CO-2: students will be able to understand the concept of investment planning and its methods.</p> <p>CO-3: students will be able to examine the scope and ways of personal tax planning.</p> <p>CO-4: students will be able to analyse insurance planning and its relevance.</p> <p>CO-5: after studying this course, students will be able to develop insight into retirement planning and its relevance.</p>	<p>1. Real life case studies</p> <p>2. Group discussion</p> <p>3. Prepare tax planning for an individual</p> <p>4. Presentations</p>

Semester 4

Course Name	Learning Outcomes	Programme Specific Outcomes are Attained by
<p>BCH: DSC-4.1: Business Statistics</p>	<p>CO-1: Examine and interpret various descriptive properties of statistical data.</p> <p>CO-2: Identify probability rules and concepts relating to discrete and continuous random variables to answer questions within a business context.</p> <p>CO-3: Analyse the underlying relationship between variables and perform predictive analysis using regression models.</p> <p>CO-4: Analyse the trends and tendencies over a period through time series analysis.</p> <p>CO-5: Apply index numbers to real life situations.</p>	<ol style="list-style-type: none"> 1. Observe and apply the concepts of descriptive statistics in real life situations. 2. Practice basic calculations in statistics using spreadsheets and try to use it for solving subject related assignments. 3. Conduct a small primary research/survey in groups and analyse the data using statistical tools discussed in the class 4. Conduct a statistical experiment to estimate the probability of any event occurring in future. 5. Analyse the relationship between different factors using regression analysis. 6. Analyse the past price movement in any equity stock using trend analysis. 7. Construct a hypothetical index that is representative of large cap stocks listed
<p>BCH: DSC-4.2: Cost Accounting</p>	<p>CO-1: Understand and analyse the different cost concepts</p> <p>CO-2: Analyse various components of cost of production.</p> <p>CO-3: Compute unit cost and total cost by preparing a cost statement.</p> <p>CO-4: Compute employee cost, employee productivity and employee turnover.</p> <p>CO-5: Determine cost for different industries using job costing, process costing, contract costing and service costing</p>	<ol style="list-style-type: none"> 1. Prepare a cost statement for manufacturing and/ or service organisation. 2. Identify the items to be included and excluded in the material and labour costs. 3. Visit a factory and analyse different elements of overhead costs. 4. Visit industries to understand process costing and prepare a cost statement for any Process industry. 5. Suggest a suitable cost

		system for different types of services organisation.
<p align="center">BCH DSC 4.3 – International Business</p>	<p>CO-1: Analyse the process of globalization and its impact on the growth of the international business.</p> <p>CO-2: Evaluate the changing dynamics of the diverse international business environment.</p> <p>CO-3: Analyse the theoretical dimensions of international trade as well as intervention measures adopted.</p> <p>CO-4: Analyse the significance of different forms of regional economic integration and the role played by various international economic organisations.</p> <p>CO-5: Evaluate the forms of foreign direct investment and analyse the benefits and costs of FDI.</p>	<ol style="list-style-type: none"> 1. Demonstrate through case studies the suitability of each mode of entry in international business. 2. Conduct a comparative analysis of countries which are different in terms of political/legal/economic/cultural environment to understand the impact of these dimensions on international business 3. Analyse data on trade of select countries to examine if trade patterns conform to different trade theories. 4. Conduct an in-depth study of a regional economic arrangement and evaluate its costs and benefits by applying the theoretical knowledge gained during the course 5. Make presentations on developments in contemporary issues affecting international business such as sustainable development.

<p align="center">BCH: DSE-4.1 Human Resource Management</p>	<p>CO-1: Examine the evolution of HRD.</p> <p>CO-2: Analyse the role of HRD strategies in organisations.</p> <p>CO-3: Apply and evaluate a learning process starting with training needs, analysis, assessment and evaluation process.</p> <p>CO-4: Explore the role of training needs of employees.</p> <p>CO-5: Evaluate the training methods used in industry.</p>	<ol style="list-style-type: none"> 1. Engage themselves in trainer competencies through developing and implementing experiential sessions 2. List the various rewards and employee welfare schemes 3. Assess the ways of self-directed learning 4. Design and evaluate training and development programs. 5. Analyse the case studies to understand various training methods.
<p align="center">BCH: DSE-4.2: Investment Management</p>	<p>CO-1: Analyze the environment of investment and risk return framework.</p> <p>CO-2: Describe bonds in terms of valuation, yields, and risks</p> <p>CO-3: Analyse equity shares using different approaches and models</p> <p>CO-4: Construct, analyse, select and evaluate portfolios along with a deep understanding of capital market theory and associated models.</p> <p>CO-5: Comprehend and analyse futures and options and to be able to devise own investment strategies using various options trading strategies in the derivative market.</p>	<ol style="list-style-type: none"> 1. Extract historical data on daily/monthly/annual prices for stocks in an index from a financial database. Evaluate them in terms of risk and return using appropriate software. 2. Estimate the Yield-to-Maturity of a corporate bond using relevant software. 3. Carry out moving average analysis on a stock of a real company. 4. Estimate the intrinsic value of stocks of any five companies using relevant software 5. Make investment decisions using appropriate technical analysis tools and techniques 6. Construct portfolios based on any firm attribute using past data on NSE 500 stocks 7. Build and analyse option strategies for Index and Stock options.

<p>BCH: VAC- Financial Literacy</p>	<p>CO-1: familiarity with different aspects of financial literacy such as savings, investment, taxation and insurance</p> <p>CO-2: understanding the relevance and process of financial planning</p> <p>CO-3: promote financial well being</p>	<ol style="list-style-type: none"> 1. Hands on training through excel 2. Case study and projects discussions 3. Real life cases of ITR filing
<p>BCH: VAC- Emotional Intelligence</p>	<p>CO-1: introduce the concept of emotional intelligence, its models and components.</p> <p>CO-2: understand the significance of emotional intelligence in self-growth and building effective relationships</p> <p>CO-3: identify the measures of emotional intelligence</p>	<ol style="list-style-type: none"> 1. Interactive teaching 2. Real life case studies 3. Projects and presentation on emotional intelligence.
<p>BCH: SEC- Finance for Everyone</p>	<p>CO-1: to understand the importance of financial literacy and the institutions providing financial services</p> <p>CO-2: to prepare a financial plan, budget and manage personal finances</p> <p>CO-3: to open, avail and manage services offered by banks, post offices</p> <p>CO-4: to plan for life insurance and property insurance</p> <p>CO-5: to choose instruments for investment in shares</p>	<ol style="list-style-type: none"> 1. To offer an integrated approach to the understanding of concepts and applications of financial planning through group discussion 2. To help the students in their financial planning through real life cases.
<p>BCH: SEC – Digital Marketing</p>	<p>CO-1: to understand the importance of oral and written communication in day to day working of the organization.</p> <p>CO-2: to develop the inter personal skills and problem-solving skills</p> <p>CO-3: to understand the role of body language in effective</p>	<ol style="list-style-type: none"> 1. To develop inter personal and effective communication skills through discussions 2. To develop problem solving skills and understand its influence on behavior and attitudes of individuals through role model, projects, case studies.

	communication.	
BCH: SEC- Innovation and entrepreneurship	<p>CO-1: identify and comprehend the concepts of creativity, innovation and invention in various contexts.</p> <p>CO-2: enrich their theoretical and conceptual foundations in entrepreneurship.</p> <p>CO-3: gain hands-on experience that shall empower them to identify business and social opportunities and venture in the entrepreneurial landscape.</p> <p>CO-4: prepare themselves to take informed decisions in establishing start-ups and ongoing innovation in organizations.</p>	<ol style="list-style-type: none"> 1. Experiential learning through inquiry driven case studies 2. Real-life case studies and projects especially projects 3. Interactive teaching 4. Group discussions
BCH: SEC- Personal Financial Planning	<p>CO-1: students will be able to understand the meaning and appreciate the relevance of financial planning.</p> <p>CO-2: students will be able to understand the concept of investment planning and its methods.</p> <p>CO-3: students will be able to examine the scope and ways of personal tax planning.</p> <p>CO-4: students will be able to analyse insurance planning and its relevance.</p> <p>CO-5: after studying this course, students will be able to develop insight into retirement planning and its relevance.</p>	<ol style="list-style-type: none"> 1. Real life case studies 2. Group discussion 3. Prepare tax planning for an individual 4. Presentations

Semester 5

Course Name	Learning Outcomes	Programme Specific Outcomes are Attained by
<p align="center">BCH 5.1: Principles of Marketing</p>	<p>CO-1: develop understanding of basic concepts of marketing, marketing philosophies and environmental conditions effecting marketing decisions of a firm.</p> <p>CO-2: understand the dynamics of consumer behavior and process of market selection through STP stages.</p> <p>CO-3: understand and analyze the process of value creation through marketing decisions involving product development.</p> <p>CO-4: understand and analyze the process of value creation through marketing decisions involving product pricing and its distribution.</p> <p>CO-5: understand and analyze the process of value creation through marketing decisions involving product promotion and also to equip them with the knowledge of various developments in marketing area that may govern marketing decisions of a firm</p>	<ol style="list-style-type: none"> 1. The students understand basic concepts of marketing its philosophies and marketing decisions of a firm by means of classroom teaching. 2. The students analyze the process of value creation through product development, pricing and its distribution by discussing real examples. 3. The students know the process of product promotion and various developments in marketing area by solving case studies.
<p align="center">BCH 5.2: Financial Management</p>	<p>CO-1: explain the nature and scope of financial management as well as time value of money and risk return tradeoff.</p> <p>CO-2: analyze capital budgeting process and capital budgeting techniques.</p> <p>CO-3: estimate various capital structure theories and factors affecting capital structure decisions in a firm.</p> <p>CO-4: critically examine various theories of dividend and factors affecting dividend policy.</p> <p>CO-5: evaluate working capital requirement</p>	<ol style="list-style-type: none"> 1. The students understand the concept of financial management and time value of money by means of classroom teaching. 2. The students evaluate capital budgeting process and its techniques by solving practical questions. 3. The students investigate various theories of dividend and evaluate working capital requirement by discussing the same.

<p>BCH 5.3 (a): Management Accounting</p>	<p>CO-1: understand thoroughly different forms of accounting—Financial, Cost and Managerial; distinction between cost control and cost reduction.</p> <p>CO-2: understand the concept of marginal cost and marginal costing; preparation of income statements using absorption and variable costing; learning of cost- volume-profit analysis and break- even analysis using mathematical and graphical approaches; and the application in businesses.</p> <p>CO-3: understand the concept of relevant and irrelevant costs and make decisions related to different business situations using marginal costing and differential costing techniques.</p> <p>CO-4: understand budgetary control system as a tool of managerial planning and control; ability to prepare various types of budget. Ability to understand standard costing system as a tool of managerial control; calculation of variances in respect of each element of cost and sales; control ratios.</p> <p>CO-5: understand management accounting issues of Responsibility accounting, Divisional performance Measurement and Transfer pricing.</p>	<ol style="list-style-type: none"> 1. The students understand the concepts of Management Accounting by way of classroom teaching. 2. The students prepare income statements using absorption and variable costing and understand cost-volume-profit analysis and break-even analysis by using mathematical and graphical approaches. 3. The students recognize relevant and irrelevant costs and budgetary control system by solving practical questions.
<p>BCH 5.3 (b): Organizational Behavior</p>	<p>CO-1: understand the development of organizational behavior and its importance in managing people at the work place.</p> <p>CO-2: understand how individuals behave under different conditions and why individuals behave as they do.</p> <p>CO-3: appreciate different theories of motivation.</p> <p>CO-4: critically evaluate leadership styles and strategies.</p> <p>CO-5: critically evaluate the</p>	<ol style="list-style-type: none"> 1. The students understand concept of organizational behavior and its importance by means of classroom teaching. 2. The students know how individuals behave under different conditions by way of discussion. 3. The students appraise potential effects of organization culture and stress on behavior in organization by way of case studies.

	<p>potential effects of organization culture and stress on behavior in organization so as to direct the same towards predetermined goals.</p>	
<p>BCH 5.4 (c): Advertising and Personal Selling</p>	<p>CO-1: understand the communication objectives behind advertising and promotions.</p> <p>CO-2: understand the various advertising and media elements in the advertising decisions.</p> <p>CO-3: identify the ethical and legal issues of advertising.</p> <p>CO-4: comprehend the importance and role of personal selling.</p> <p>CO-5: understand the process of personal selling.</p>	<ol style="list-style-type: none"> 1. The students understand the objectives behind advertising and promotions by means of classroom teaching. 2. The students know the various advertising and media elements in the advertising decisions by real life examples. 3. The students identify the importance and role and process of personal selling.

Semester 6

Course Name	Learning Outcomes	Programme Specific Outcomes are Attained by
<p>BCH 6.1: Auditing and Corporate Governance</p>	<p>CO-1: differentiate between different aspects of auditing especially for internal check, internal control and for overall corporate governance.</p> <p>CO-2: understand the concept of corporate governance in organizations and its essence for management.</p> <p>CO-3: provide and assimilate information leading to failure of organisation and corporate scams.</p> <p>CO-4: comprehend the governance framework for an organization provided by different regulatory bodies in India and Abroad.</p> <p>CO-5: recognize the essence of ethics in business.</p>	<ol style="list-style-type: none"> 1. By giving them knowledge about the auditing especially for internal check, internal control and for overall corporate governance. 2. By making them able to understand the governance framework provided by different regulatory bodies in India and Abroad. 3. By encouraging the discussion on ethics in business.
<p>BCH 6.2: Goods & Services Tax (GST) and Customs Law</p>	<p>CO1: connect with the genesis of goods and services tax (GST), decipher the constitutional amendment carried out to install GST in India and comprehend the composition and working of GST council.</p> <p>CO2: understand the meaning of supply under GST law, differentiate between intra-state and inter-state supply, comprehend rules related to the place of supply and compute the value of supply.</p> <p>CO3: comprehend the utilization of input tax credit, and the reverse charge mechanism of paying GST and to know the procedure for claiming refund under GST Law.</p> <p>CO4: understand the provisions for registration under GST</p>	<ol style="list-style-type: none"> 1. By giving them full knowledge of GST and GST council. 2. By making them able to understand concept of GST law, intra-state and inter-state supply, place of supply and compute the value of supply. 3. By giving practical questions of input tax, reverse charge mechanism of paying GST.

	<p>along with special provisions such as those related to anti-profiteering; avoidance of dual control; e- way bills and penalties.</p> <p>CO5: know the basic concepts of Customs Act and to compute the assessable value for charging customs duty.</p>	
<p>BCH 6.3 (a): Fundamentals of Investment</p>	<p>CO-1: explain investment environment and concept of return & risk.</p> <p>CO-2: understand bond valuation & role of credit rating agencies.</p> <p>CO-3: examine equity approaches.</p> <p>CO-4: analyze two securities portfolio using Harry Markowitz model, Calculating portfolio risk and return, explaining CAPM and evaluating Mutual Funds and Financial derivatives.</p> <p>CO-5: evaluate investor's Protection framework.</p>	<ol style="list-style-type: none"> 1. By discussing various investment environment, bond valuation & role of credit rating agencies. 2. By giving knowledge about securities, Mutual Funds and Financial derivatives.
<p>BCH 6.4 (d): International Business</p>	<p>CO-1: understand the process of globalization, its impact on the evolution and growth of international business and to appreciate the changing dynamics of the diverse international business environment.</p> <p>CO-2: analyze the theoretical dimensions of international trade and intervention measures adopted; to appreciate the significance of different forms of regional economic integration and to understand the concept of Balance of payment account and its components.</p> <p>CO-3: understand the significance of different forms of regional economic integration and to appreciate the role played by various international economic organisations such as the WTO, UNCTAD, IMF and World Bank.</p> <p>CO-4: familiarize students with the international financial environment.</p>	<ol style="list-style-type: none"> 1. By discussing globalization changing dynamics of the diverse international business environment. 2. By giving them knowledge about international trade and Balance of payment. 3. By giving them assignments on international economic organizations.

and get them acquainted with the basic features of the foreign exchange market – its characteristics and determinants.

CO-5: critically examine the concept and form of foreign direct investment, and to create awareness about emerging issues in international business such as outsourcing and ecological issues.

