

Course Outcome

SEMESTER 1

CO1CRT01	Dimensions and Methodology of Business Studies
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- [1] To understand business and its role in society
- [2] To have an understanding of Business ethics and CSR
- [3] To familiarise students with the various dimension of business environment and the role of Technology integration in business.
- [4] To familiarizes students the importance of Business Research.

CO1CRT02	Financial Accounting I
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- [1] Prepare Financial Statements of companies in accordance with Generally Accepted Accounting Principles.
- [2] Employ problem solving skills in Single Entry Accounts
- [3] Employ problem solving skills Royalty Accounts
- [4] Employ problem solving skills in Farm Accounts

CO1CRT03	Corporate Regulations and Administration
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- [1] To have a basic level knowledge in the incorporation, administration and winding up of corporates under The Companies Act 2013.
- [2] To develop cognitive skills to analyse, evaluate and synthesise information about corporations and its various stakeholders.
- [3] To develop skills to identify and resolve various legal and business related issues of corporates.
- [4] To develop a commitment to engendering lawful, ethical and socially reasonable corporate behaviour.

CO1CMT01	Banking and Insurance
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- [1] To familiarize the students with the basic concepts and practice of banking and Insurance
- [2] To familiarize the students with the changing scenario of Indian banking and insurance Sector
- [3] To make the students explore with the fundamental principles of banking and insurance
- [4] To prepare students for a professional base in the fields of banking and insurance, thus making it easier to secure jobs in these sectors

SEMESTER 2

CO2CRT04	Financial Accounting II
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- [1] To acquaint students with the preparation of books of accounts of various types of business activities
- [2] To develop the application of important accounting standards in the field of accounting
- [3] To create awareness on the existing method of accounting procedure followed
- [4] To equip the students to gain advanced knowledge in the field of accounting

CO2CRT05	Business Regulatory Framework
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- [1] The course is intended to familiarise the students with the legal framework influencing business decisions.
- [2] To enable the students to apply the provisions of business laws in business activities.
- [3] To make students able to analyse the differences between various types of contract and provisions of various elements of contract.
- [4] To acquaint pupils to distinguish between Bailment and Pledge and Indemnity and Guarantee.

CO2CRT06	Business Management
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- [1] To familiarise the students with concepts and principles of management.
- [2] To familiarise the students with the application of different techniques of management
- [3] To help the students to understand how the business strategies help in effective utilisation of organisational resources.
- [4] The course is intended to familiarise the students with the various managerial functions of the organisation.

CO2CMT02	Principles of Business Decisions
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- [1] To familiarise the students with the economic principles and theories underlying various business decisions.
- [2] To equip the students to apply the economic theories in different business Situations.
- [3] To familiarise students with demand and price theory, and various concepts related to it.
- [4] To enable students to analyse production and its functions, cost and its related concepts

SEMESTER 3

CO3CRT07	Corporate Accounts I
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- [1] Prepare Financial Statements of companies in accordance with Generally Accepted Accounting Principles.
- [2] Employ problem solving skills in investment accounts of shares and Debentures
- [3] Employ problem solving skills in Insurance Accounts and settlement of claims
- [4] Gain Proficiency in Joint Stock Company accounts

CO3CRT08	Quantitative Techniques for Business- 1
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- [1] To make the students understand the role of statistics and quantitative techniques
- [2] To enable the students with familiarize basic tools in statistics
- [3] To acquaint them with measures of central tendency and dispersion
- [4] To make students aware about interpolation and extrapolation

CO3CRT09	Financial Markets and Operations
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- [1] To Understand the broad concepts and mechanism of functioning of various financial markets.
- [2] To familiarise the students with financial market operations in India
- [3] To help students to appreciate and understand how financial markets and institutions operate.
- [4] To Demonstrate an awareness of the current structure and regulation of the Indian financial services sector.

CO3CRT10	Marketing Management
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- [1] The objective of this course is to provide a sound understanding of the basic of marketing management and their applications in the business and industry
- [2] To help students to understand the concept of marketing and its applications
- [3] To help the students for applications of marketing principles in business and industry
- [4] To make the students aware of modern methods and techniques of marketing

CO3OCT05	Customer Relationship Management
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- [1] To familiarise the students about the significance of Customer Relationship in business
- [2] To analyse the various CRM tools in the market and its implementation
- [3] To familiarise the students with the concepts and strategies involved in CRM
- [4] To familiarise the students about the technologies involved in CRM

SEMESTER 4

CO4CRT11	Corporate Accounts II
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- [1] To acquaint them with the preparation Insurance Accounts
- [2] To Familiarize them with preparation of financial statements of Banks
- [3] To employ problem solving skills in Companies Amalgamation, Absorption, Internal and External reconstruction
- [4] To understand the theory and practice of liquidation of companies

CO4CRT12	Quantitative Techniquesfor Business- II
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- [1] The course is provided to familiarise the students with the various quantitative techniques
- [2] To enable the students to apply the practical problems and to obtain theanalysis
- [3] The course is provided for the practical application about various statistical methods
- [4] To enable the students to know about the statistical tools like estimation in business decision making.

CO4CRT13	Entrepreneurship Development and ProjectManagement
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- [1] To develop entrepreneurial spirit amongstudents
- [2] To empower students with sufficient knowledge to start up their venture with confidence
- [3] To mould young minds to take up challenges and become employer than seeking employment and to make them aware of the opportunities and support for entrepreneurship in India
- [4] To evaluate and utilise relevant theoriesand concepts underpinning resolution of innovation management problems

CO4OCT05	Services Marketing
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- [1] To develop insights into emerging trends in the service sector and tackle issues involved in the management of services.
- [2] The course brings out the emerging service environment in India and the world.
- [3] It emphasises the distinctive aspects of Services Marketing.
- [4] It aims at equipping students with concepts and techniques that help in taking decisions relating to various services marketing situations.

SEMESTER 5

CO5CRT14	Cost Accounting - 1
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- [1] To familiarise the students with cost concepts and knowledge, such as terminology, fundamental principles, classifications, generalizations and methods.
- [2] To make the students learn the fundamentals of cost accounting as a separate system of accounting
- [3] To make students understand the various inventory cost flow assumptions like (FIFO, LIFO, Simple Average Cost, Weighted average) along with different practical problems.
- [4] To demonstrate ability to calculate wages and overheads under different methods.

CO5CRT15	Environment Management and HumanRights
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- [1] To acquaint pupils with the different renewable and non-renewable resources: natural resources and associated problems.
- [1] Make students conversant with recent developments such as Green Accounting, Green Marketing, Green Accounting, and Green Washing.
- [2] Make students understand about environmental pollution, various social issues and the environment.
- [3] To familiarise student with Human rights as well as its national and international implications.

CO5CRT16	Financial Management
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- [1] To familiarise the students with the functional areas and principles of financial management.
- [2] To build a thorough understanding of the central ideas and theories of modern finance
- [3] To relate theory to practice so that students learn the practical applications of Financial Management concepts
- [4] To acquaint students with different investment and dividend decisions and concepts.

CO5CRT15	Environment Management And Human Rights
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- [1] To acquaint pupils with the different renewable and non-renewable resources: natural resources and associated problems
- [2] Make students conversant with recent developments such as Green Accounting, Green Marketing, Green Accounting and Green Washing
- [3] Make students undersatnd about environmetal pollution, various social issues and the environment
- [4] To familiarize students with the Right to Information Act and Human Rights as well as its national and international implications

BA5OPT22	Brand Management
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- [1] To understand the concept-Brand
- [2] To understand the process of Brand Building
- [3] To understand the value of Brand to an organisation
- [4] To describe the process and methods of brand management, including how to establish brand identity and build brand equity

SEMESTER 6

CO6CRT17	Cost Accounting - 2
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- [1] Familiarise Students with Job and Batch Costing
- [2] Understand theory and practice of Contract Costing
- [3] To develop problem solving skills in Marginal Costing
- [4] Awareness on Budgeting and its techniques

CO6CRT18	Advertisement and Sales Management
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- [1] To make an awareness of the strategy, concepts and methods of advertising and sales promotion
- [2] To know the career choices and personal skill set required to succeed in the advertising industry.
- [3] To analyse advertising and sales promotion issues critically, systematically and creatively to identify problems, and to propose and evaluate alternative approaches to solving these problems.
- [4] To understand the advanced theories of communication relating to advertising.

CO6CRT19	Auditing and Assurance
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- [1] To familiarize the students with the principles and procedure of auditing.
- [2] To enable the students to understand the duties and responsibilities of auditors and to undertake the work of auditing.
- [3] To acquaint students with internal control and various concepts related to it.
- [4] To familiarise students with special audits and investigation

CO6CRT20	Management Accounting
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- [1] To acquaint the students with management accounting techniques for the analysis
- [2] To familiarise students with interpretation of financial statements
- [3] To acquaint students on the basic framework of financial reporting.
- [4] To understand preparation of Cashflow Statement

CO6OCT05	International Marketing
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- [1] To understand the concepts of International Marketing and significance of International Marketing Research
- [2] The course is intended to familiarise the students with the foreign trade and export - import policies of India
- [3] To familiarise the students with environmental, procedural, institutional and decisional aspects of international marketing.
- [4] To familiarise the students with International marketing mix .