

PROGRAMME OUTCOMES AND COURSE OUTCOMES

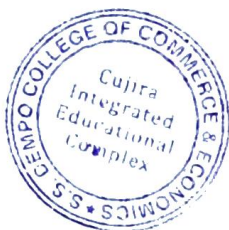
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PROGRAMME OUTCOMES

(I) BACHELOR OF COMMERCE (BCom Hons)

The three-year Bachelor's Degree in Commerce (BCom) Programme is designed to:

1. Enable the students demonstrate general understanding of the fundamental areas of business including accounting and finance, marketing, economics, management, information systems, communication, laws and quantitative methods and remain updated with developments in these areas.
2. Develop analytical skills with application of relevant tools and methods in accounting, finance, economics and quantitative science for building better business insights, resolve emerging organizational issues and implement effective planning.
3. Develop decision making skills in particular context of alternative solutions to maximize the contribution of an enterprise in accomplishment of stakeholders' goals.
4. Develop effective communication skills for managing organizational people-to-people transactions, business correspondence, and enhancing organizational image.
5. Provide employable human resource in the area of accounting, finance and general administration and nurture entrepreneurial talent for building future organizations.

(II) BACHELOR IN BUSINESS ADMINISTRATION (BBA)

On completion of the programme, the student will be able to:

1. Exhibit an understanding of broad business concepts and principles.
2. Demonstrate the competencies required to undertake managerial jobs.

3. Apply cross functional business knowledge and technologies in solving real world business Problems.
4. Display behavioural skills (e.g., communication, decision making, time management, Negotiations) in business interactions.
5. Recognise and resolve ethical issues in business.
6. Initiate and build entrepreneurial ventures.

(III) MASTER OF COMMERCE (MCom)

On successful completion of MCOM programme, students will be able to:

1. Describe advanced concepts, processes and systems in accounting, finance and management.
2. Exhibit comprehensive knowledge of financial services and financial markets mechanisms and basic knowledge of applicable regulatory provisions and procedures.
3. Evaluate investment and risk-management opportunities available in financial markets with application of analytical techniques.
4. Develop competencies in specialized areas either in accounting with focus on transaction recording, tax planning and valuations for corporate actions or in functional areas of management.
5. Demonstrate ability to identify business opportunities and create entrepreneurial venture.
6. Offer services as teacher, researcher, analyst, or member of staff of accounts/administration in academic or business organizations.

(IV) INTEGRATED MASTER OF COMMERCE (IMCom)

On successful completion of I.M.COM programme students will be able to:

1. Exhibit comprehensive knowledge of accounting concepts, principles, and financial reporting framework applicable to organizations in a given reporting environment.
2. Apply knowledge of accounting in identifying, correcting and designing appropriate financial and cost accounting systems for varied types of business entities.
3. Perform accounting, cost, taxation and financial analysis and recommend appropriate course of action to business entities under given circumstances.
4. Demonstrate proficiency in tax planning and investment analysis for effective management of personal finances of individuals.
5. Devise measures for effective internal control of organizational resources and for management of risks through the application of internal audit and contemporary financial risk management techniques.
6. Evaluate economic activities of an organization for their implications on accounting, optimization of resource usage, improvement of organizational performance and long-term growth on the foundation of ethics.
7. Develop functional analytical models for business decisions and problem-solving using business data.
8. Demonstrate ability to manage organizational compliances under major regulations governing corporate entities.
9. Demonstrate preparedness to qualify professional accounting examinations.

(V) MASTERS OF TOURISM AND TRAVEL MANAGEMENT (MTTM)

On successful completion of the MTTM Programme, students will be able to:

1. Identify entrepreneurship opportunities in the business of tourism, aviation and subsidiary systems.
2. Identify career avenues in the domain of tourism, travel and aviation.
3. Develop innovations in travel and tourism products.
4. Design a niche tour package using travel and tourism components.
5. Analyse international tourism impacts linked with heritage, aviation, hospitality including health and wellness tourism.
6. Formulate sustainable tourism policies for tourism stakeholders.
7. Assess aviation project risks and its mitigation.
8. Resolve air fares and ticketing exchange issues.
9. Apply quantitative and qualitative concepts and skills to address airport operations issues.
10. Apply systems analysis approach in operations of cargo and logistics.
11. Generate revenue for tourism destinations using effective destination management techniques.

(VI) POST GRADUATE DIPLOMA IN MANAGEMENT – EVENT MANAGEMENT (PGDM-EM)

On successful completion of PGDM-Event Management programme students will be able to:

1. Apply managerial skills to professionally design, plan and execute events.
2. Identify best practices in the development and delivery of successful events for individuals and business organizations.
3. Identify key elements of event budget and event financing for varied types of events.
4. Demonstrate effective communication skills for managing events transactions and business correspondence.
5. Evaluate event performance and develop contingency plans for future events.

COURSE OUTCOMES

(I) BACHELOR OF COMMERCE (BCom Hons)

SEMESTER I

GENERAL MANAGEMENT (CC 1)

At the end of the course students will be able to:

1. Explain the concepts of management, decision making, managing change, conflict management, green management, Stress management, Supply chain management, Logistics management.
2. Illustrate the functional areas of management, Change process, Conflict management process.
3. Summarize the modern approaches to management
4. Demonstrate decision making skills through role play
5. Analyse rational and creative skills for decision making.

6. Compare management and administration, Japanese, American, European styles of management
7. Categorise/Classify the levels of management, Types of decision making, Organisational conflicts and Sources of stress.

FINANCIAL ACCOUNTING (CC 2)

At the end of the course students will be able to:

1. Recall meaning of single entry, depreciation, share capital, terms of issue of share, buy back of shares, and redemption of preference shares
2. Explain the conversion method for computing profit or loss under single entry system.
3. Explain The computation of depreciation under Sinking Fund method, Insurance Policy method, Annuity method, Machine Hour Rate method, Service Hour method, Depletion method, Revaluation method, Sum of Digits method.
4. Explain accounting entries for issue of shares at par/premium (considering under subscription, oversubscription, pro rata allotment), forfeiture and re-issue of forfeited shares, issue of bonus shares and right shares, buy back of equity shares and redemption of preference shares.
5. Recall meaning of single entry, depreciation, share capital, terms of issue of share, buy back of shares, and redemption of preference shares
6. Explain the conversion method for computing profit or loss under single entry system.
7. Explain The computation of depreciation under Sinking Fund method, Insurance Policy method, Annuity method, Machine Hour Rate method, Service Hour method, Depletion method, Revaluation method, Sum of Digits method.
8. Explain accounting entries for issue of shares at par/premium (considering under subscription, oversubscription, pro rata allotment), forfeiture and re-issue of forfeited shares, issue of bonus shares and right shares, buy back of equity shares and redemption of preference shares.
9. Demonstrate the preparation of final accounts under conversion method of single entry, ledger A/cs under Sinking Fund method, Insurance Policy method, change in method of depreciation (from Straight Line method to Reducing Balance method or vice-versa.)
10. Construct accounting entries for issue of shares, buy back of equity shares and redemption of preference shares.

11. Choose the appropriate method of depreciation for the organisation.
12. Create an optimum buyback plan for a company.

MICRO ECONOMICS (CC3)

On the completion of the Course the student would be able to:

1. Define the concepts of Demand, Supply, Marginal and Average Revenue, Indifference Curve, Isoquant and list various short and long run costs of production.
2. Explain the various Elasticities of Demand (price, income and cross), Revenue under conditions of Perfect and Imperfect competition, Consumer Equilibrium.
3. Solve numerical problems on Elasticity of Demand and cost of production.
4. Classify different Market Structures and Analyse price and output under short and long run in these market structures.
5. Evaluate and interpret the demand elasticities, forecasts, impact of costs on revenue and significance of equilibrium price and output in different markets.
6. Compile and construct data for Individual and Market demand and estimate demand. And adapt different cost, pricing and production policies in different markets.

COMMERCIAL ARITHMETIC I (CC 4)

On Completion of this course, the student will be able to:

1. Recall set theory concepts and verify examples by using De Morgan's laws, results involving number of elements of a set.
2. Relate determinants and matrices examples to business problems.
3. Construct logical truth tables and to check the validity of an argument and apply arithmetic to a variety of problems found in the business field, including simple and compound interest, annuities and EMI using various methods.
4. Explain the applications of arithmetic and geometric progressions to practical situations.
5. Solve the problems in the areas of permutations, combinations and its applications.

MARKETING MANAGEMENT (GE 1)

At the end of the course students will be able to:

1. Explain Marketing, Product planning, Product life cycle, Branding, Packaging, Labelling, Pricing methods and policies, Advertising, Sales promotion, Personal selling, public relation, Physical distribution, Channels of distribution, Essentials of a good brand and packaging.
2. Illustrate Product life cycle. Demonstrate the steps in Personal selling. Relate branding strategies with examples.
3. Apply the tools of public relations in promotion of a product.
4. Compare various distribution channels, distribution channel policies of select companies.
5. Determine the factors influencing choice of channels of distribution
6. Modify the advertisement of an existing product

PRINCIPLES AND PRACTICE OF ACCOUNTING (GE1)

At the end of the course students will be able to:

1. Recall all the concepts of accounting
2. Explain the accounting standards: AS-2, AS-4, AS-26 and AS-29, contemporary issues in accounting and framework for the preparation and presentation of financial statements.
3. To apply the AS-2, AS-4, AS-26 and AS-29 in pre
4. Preparation of financial statements and construct financial statements by incorporating price level changes.
5. To examine the effect of Price Level Changes on financial position.
6. To evaluate the CSR practices followed by different companies.

BANKING I (GE 1)

On the completion of the Course the student would be able to:

1. List the different types of banks, the different systems of banking, different types of deposits and lending facilities offered by banks.

2. Explain the features of banking, different principles of lending, procedure involved in opening of deposit accounts, principles of customer relationship and customer relationship building strategies.
3. Identify the importance of deposits and lending, Customer Relationship Management in Banking
4. Analyse different types of customers, various accounts and banking operations
5. Appraise varied retail products in banking and Evaluate significance of Customer Relationship Management in Banking

PRINCIPLES OF INSURANCE (GE 1)

On the completion of the Course the student would be able to:

1. Define the concepts of Risk, Uncertainty, Life Insurance, General Insurance, Reinsurance, Risk Management and list the types of Risk.
2. Explain the principles of Insurance, procedure for issuing life policy, types of Life Insurance policies, process and methods of Risk Management.
3. Solve numerical problems on calculation of instalment, annuity and returns on various policies.
4. Compare different Life and General insurance policies.
5. Evaluate the Pradhan Mantri Jeevan Jyoti Yojana 2015 and Pradhan Mantri Suraksha Bima Yojana 2015.
6. Compile data through a survey on different risks insured against by policyholders.

COMPUTER APPLICATION I (GE 1)

After successfully completing this course, students should be able to:

1. Understand the Information Technology Concept.
2. Use salient features of word processing application.
3. Analyze data using spreadsheet application.
4. Use presentation and various multimedia tools.
5. Understand and describe the Internet applications and emerging technologies.
6. Create and use data capturing forms for different kinds of Survey.
7. Use Online Collaboration tools and understand advanced internet surfing techniques.

SPOKEN ENGLISH (AECC 1)

On completion of the course the student will be able to:

1. Recall ideas and opinions and list them in persuasive detail without dominating the rest of the group
2. Explain to the teacher/Principal why you did something extremely silly, and apologise.
3. Interview your classmates using why- questions; present interview results to group
4. Take part in small group discussions by using appropriate conversation and turn-taking skills
5. Conclude a group discussion/debate.
6. Design an individual presentation.

ENVIRONMENTAL STUDIES I (AECC 2)

On completion of the course the student will be able to:

1. Explain the concepts of multi-disciplinary nature of Environmental studies, its scope and importance.
2. Summarize the different natural resources, ecosystems, biodiversity and its conservation.
3. Assess the use and over exploitation of natural resources, ecosystem.
4. Develop the required skills for conservation of resources, biodiversity and sustainable lifestyle.
5. Decide the approaches for conservation of resources, biodiversity and sustainable lifestyle.
6. Judge the ways of sustainable lifestyles, in-situ and ex-situ conservation of biodiversity

SEMESTER II

INTRODUCTION TO MARKETING (CC5)

On completion of the course the student will be able to:

1. Memorise the concept of market, marketing, marketing environment, market segmentation, consumerism, marketing of services.

2. Highlight the major environmental forces affecting the marketing environment, the need for consumer protection, the factors influencing consumer buyer behaviour.
3. Identify the areas in physical distribution.
4. Summarize consumer behaviour, social responsibility of marketing, ecological and ethical aspects of marketing, the forms of direct marketing.
5. Categorise the kinds of goods.
6. Express the marketing mix decisions, considering the 4 Ps of marketing.
7. Examine the scope of marketing of goods and services.
8. Determine the bases for market segmentation.
9. Present the alternative global marketing strategies
10. Explain marketing research and its importance
11. Plan the selection, training, and compensation with respect to sales force.

FINANCIAL STATEMENT ANALYSIS AND INTERPRETATION (CC6)

On completion of the course the student will be able to:

1. List Capital and Revenue items, Assets and Liabilities and different techniques of financial statement analysis and interpretation (FSAI).
2. Explain the techniques Common size statement, comparative statement, trend, ratio analysis, economic value added and cash flow statement.
3. Demonstrate ability to use FSAI Techniques on financial data.
4. Analyse financial Statements with respect to liquidity, solvency, capital structure, profitability and managerial effectiveness.
5. Judge the financial soundness of the entities using FSAI Techniques for business decision making.

MANAGERIAL ECONOMICS (CC7)

On the completion of the Course the student would be able to:

1. List the pricing methods and strategies and define pricing policy, profit analysis, break-even analysis, capital budgeting and cost of capital.
2. Explain the various methods of pricing, kinds of profit, types of projects, sources of funds for financing projects and sources of business risks.

3. Solve numerical problems on break-even analysis, capital budgeting, cost of capital, game theory.
4. Critically analyses pricing methods, profit policies, investment and risk minimization policies.
5. Evaluate the effectiveness of pricing, profit and investment strategies in different market conditions.
6. Design a pricing, profit and investment strategy

COMMERCIAL ARITHMETIC II (CC8)

On Completion of this course, the student will be able to:

1. Understand how to model Linear Programming Problems and use it to increase profit and decrease operational costs
2. Classify mathematical problems and relate it to the field of commerce and economics
3. Apply the concepts of Derivatives, Partial Derivatives and Integration to economics related problems
4. Make assumptions which are necessary for solving various word problems of Ratio and Proportion
5. Explain cost function, revenue function, price elasticity of demand, maxima and minima by using Derivatives
6. Explain consumer's surplus and producer's surplus by using Integration
7. Explain the applications of slope a line in Coordinate Geometry
8. Solve arithmetic problems of Percentage and Discount by using mathematical expressions and formulae in competitive examinations.

BUSINESS COMMUNICATION I (AECC 3)

On Completion of this course, the student will be able to:

1. Define meetings
2. Explain the concept of electronic and web communication
3. Experiment with different media of communication
4. Build relationships and establish their online social presence.

5. Compose minutes of meetings
6. Create and use a Blog or a Free Web site

ENVIRONMENTAL STUDIES II (AECC 4)

On completion of the course the student will be able to:

1. Explain the concepts of environmental pollution, social issues and environment, human population and environment and tourism and environment.
2. Summarize the different types of pollution, social issues affecting the environment.
3. Assess the sources of pollution, social issues/human population/ tourism related to the environment,
4. Develop the required skills for conservation of resources, biodiversity and sustainable lifestyle.
5. Decide the approaches for prevention and control of pollution, and environment related social issues.
6. Judge the prevention and control measures of pollution, disaster management and mitigation measures, sustainable tourism.

COMPUTER APPLICATION II (GE2)

1. After successfully completing this course, students should be able to:
2. Understand the Computer Networking and data communication concepts.
3. Understand and describe E-commerce concepts and applications.
4. Understand the Principals of Safety and Security.
5. Adopt several online safe practices.
6. Understand the need and importance of cyber law in the society.
7. Create awareness about the online threats and frauds.

BANKING II (GE2)

On the completion of the Course the student would be able to:

1. Define Banker Customer relationship, Negotiable Instruments and its types.

2. List Assets and Liabilities of a Bank, Revenue and Expense of a Bank.
3. Explain the objectives and functions of RBI, rights and obligations of a banker and classify conventional and modern methods of fund transfer.
4. Construct Financial Statements of banks and find the performance ratios.
5. Compare and classify negotiable instruments and conventional and modern methods of fund transfer.
6. Assess the Reforms in banking sector (including the Second-generation reforms).
7. Compile and construct solutions to minimize non-performing assets of Banks

PRACTICE OF INSURANCE (GE2)

On the completion of the Course the student would be able to:

1. Define the concepts of Grace days, Nomination, Assignment, Surrender Value, Paid up Value, Foreclosure, Insurance Agents and Insurance Claim.
2. Explain the importance of Claim Management, Claim procedure for Life and General Insurance and functions and responsibility of an agent.
3. Solve numerical problems on Claim Settlement.
4. Compare Traditional and Modern distribution channels in marketing Insurance and analyses different rural insurance policies.
5. Evaluate the Marketing strategies of insurance companies.
6. Compile data on different types General Insurance policies bought by policyholders.

SERVICES MARKETING (GE 2)

On completion of the course the student will be able to:

1. Define Services, Relate the service components to the service sector.
2. Explain factors responsible for growth of service sector, marketing mix for services, customer expectation, the zone of tolerance, customer satisfaction, service delivery, service quality, Gap model of service quality, service encounters, customer retention, service failure and recovery, service guarantees.
3. Summarize the service sector in India.
4. Compare goods and services, classify types of services, types of customer expectations, service personnel, service processes.

5. Illustrate the role of service intermediaries.
6. Identify the variables of zone of tolerance, factors affecting customer satisfaction
7. Examine the role and importance of service sector, List the special issues of pricing in the service sector.
8. Evaluate the levels of customer satisfaction in service sector.
9. Plan the marketing mix for a select business in the service sector.

SPECIALISED ACCOUNTING (GE 2)

On completion of the course the student will be able to:

1. Recall the concepts of insurance claim, voyage accounts, accounting for not-for-profit organizations and lease accounting
2. Explain the procedure to ascertain amount of insurance claim for loss of stock, voyage accounts prepared by shipping companies, accounts prepared by not-for-profit organisations and accounting for leasing.
3. Demonstrate the preparation of statement of insurance claim for loss of stock, complete and incomplete voyage accounts, preparation of Receipt and payment account, Income and Expenditure account and Balance Sheet of not-for-profit organisations and accounts to be prepared in the books of lessor and lessee under lease accounting
4. Analyse the statement of insurance claims, income and expenses of voyage and statements prepared by not-for-profit organisations and accounts prepared under lease accounting.
5. Interpret the amount of insurance claim, profit or loss on voyage, the accounts of not-for-profit organisations and accounts prepared under lease accounting

SEMESTER III

BUSINESS FINANCE (CC 9)

At the end of the course students will be able to:

1. Define the concepts of Business Finance, financial plan, fixed capital, working capital, capitalisation capital structure, capital gearing and Trading on Equity.
2. Understand the importance of financial planning, theories of capitalisation, importance of Capital structure, relevance of capital gearing and Trading on Equity.
3. Apply the principles of business finance, steps in financial planning, essential features of a good financial plan, theories of capitalisation and types of capital gearing and Trading on Equity. Identify the factors determining fixed capital, working capital and capital structure.
4. Classify capital requirements, capitalisation, theories of capitalisation, capital gearing and Trading on Equity.
5. Explain the role of business finance in an organisation. Compare the types of capitalisations, capital gearing and Trading on Equity.
6. Adapt the principles of business finance for appropriate financial management. Solve financial problems faced in business.

FUNDAMENTALS OF COST ACCOUNTING (CC 10)

At the end of the course students will be able to:

1. Define the concept of Cost and Cost Accounting
2. Classify the different types of cost and explain the different costing methods
3. Construct Cost Sheets, Process Accounts and Contract Accounts
4. Analyse cost Sheets, Process Profits and Contract Profits
5. To interpret the profitability of the product using different methods of costing
6. To estimate total cost of product considering future production plans

ENTREPRENEURSHIP DEVELOPMENT (CC 11)

At the end of the course students will be able to:

1. Identify the skill and qualities of an entrepreneur. Recognise the role in economic development. Describe the features of Intrapreneurs.

2. Classify entrepreneurs into different categories based on aspects like nature, technology, innovation and the social and economic areas ventured by them in recent times.
3. Examine the various factors considered for environmental scanning. Ascertain the applicability of the different techniques in market research.
4. Explore the various methods used for project appraisal. Examine the factors considered for project selection.
5. Evaluate the importance of project report. Summarise the contents of a project report.
6. Specify the principles of Purposeful Innovation. Explain the role of Incubation Centres.

NEW VENTURE PLANNING (SEC 1)

At the end of the course students will be able to:

1. Formulate a complete business plan based on an original idea.
2. Apply idea generation tools and techniques to generate a business opportunity or idea.
3. Assess the commercial viability of the new venture through field and desk research and financial analysis.
4. Identify value in intellectual property and apply effective intellectual property rights solutions for the business proposition.
5. Evaluate the sources of private and public assistance and finance available to start-ups and expanding small firms.
6. Develop communication skills through the process of arguing the business case in a pitch presentation.

BUSINESS LAWS (SEC 1)

On completion of the course the student will be able to:

1. Define concepts of Contract, Goods, Arbitration, Negotiable Instruments
2. Explain the essentials of a valid contract, Conditions and Warranties in a contract of sale, procedure in Arbitration, Negotiation of Negotiable Instruments

3. Identify different types of Specific Contracts, sale by a non-owner, privileges of a holder in due course
4. Analyse the modes of discharge of contract, rights of an unpaid seller, termination of Arbitration and Conciliation proceedings, provisions relating to bouncing of cheques
5. Evaluate how contracts are formed, remedies in case of breach of contract, how Arbitration can be an effective method of dispute resolution, etc.
6. Develop ability to communicate effectively using standard business and legal terminology

COMPUTER APPLICATIONS FOR BUSINESS (SEC 1)

After successfully completing this course, students should be able to:

1. Use Information Technology tools for business operations.
2. Understand and use advanced features of spreadsheet application in business.
3. Analyze and generate reports for business data using spreadsheet for Statistical analysis
4. Understand the business analytics and data mining concepts and use advanced Excel for Financial Data analysis like Ratio Analysis, Capital Gains, and Business Forecasting etc.
5. Describe the Computer Networks and Internet Technology concepts.
6. Design and build a website using HTML.

RETAIL MANAGEMENT (GE 3)

At the end of the course the students will be able to:

1. Define basic retailing concepts. Identify the different stages in the retail life cycle, types of retail formats, store location and store designs.
2. Recognise the role of retailers. Classify retail formats and locations. Discuss retail stores based on their design and layout through theoretical concepts and practical exposure.
3. Relate to different retail stores in terms of the retail formats, choose store locations appropriately. Apply the requirements of interior and exterior store design, planogram and visual merchandising to retail store designs.

4. Compare types of retail stores, their locations and their store design and layout.
Question the reasoning behind the choice of format, location and design of different retail stores.
5. Assess different retail stores based on the concepts learnt and practical understanding gained.
6. Design retail formats and plan retail stores for specific locations.

FUNDAMENTALS OF RURAL MARKETING (GE 3)

At the end of the course the students will be able to:

1. Define the concepts of rural market, rural marketing environment, segmentation of rural markets, rural consumer, co-operative marketing and micro-finance.
2. Understand the factors leading to the growth of rural markets, environmental forces influencing rural marketing operations and the need for tapping rural markets.
3. Identify the profile and potential of rural market and the problems of brand building in rural marketing.
4. Distinguish between rural and urban market. Analyse the profile of rural consumer, and the problems and opportunities of rural marketing. Examine the bases of rural market segmentation.
5. Evaluate the characteristics, attitudes and behaviour of rural consumer. Assess the buying pattern and influences of rural consumer demand.
6. Develop understanding of rural marketing Opportunities. Formulate strategy to solve the problems of rural marketing.

BUSINESS ENVIRONMENT I (GE 3)

On the completion of the Course the student would be able to:

1. Define the concepts of, Internal, External, Micro and Macro Environment.
2. Explain the various components like Economic, Political, Socio-Cultural, Demographic, Legal and Technological Environment.
3. Identify the linkages between business firms and its environment using case studies.
4. Analyze the impact of policy framework on operations of a business firm.

INDIAN CAPITAL MARKET (GE 3)

On completion of the Course, the student would be able to:

1. Define Securities; Initial Public Offers (IPO); Follow-on Public Offers (FPO); Private Placements; Merchant Banking and Stock Market Indices.
2. State the rights, Obligations and Grievance Redressal Mechanism for the Investors in the Securities Market.
3. Recall the Benefits and Risks of Securities and state the reforms and major issues in the Indian Capital Markets.
4. Describe the structure and the Segments of Indian Securities Market.
5. Illustrate the different types of Securities; Capital Market Participants; Types of Public Issues; Classification of Merchant Bankers; Types of Stock Market Indices and Types of Derivative Products.
6. Outline the procedures for investing in New Public Issue.
7. Explain the Process of online Trading and Listing in Stock Market and Trading and Settlement Mechanism in Secondary and Derivative Markets.
8. Apply computation of Indices in the Stock Market.
9. Analyze the role of Securities and Exchange Board of India (SEBI) and Merchant Banking and Functions of Primary and Secondary Markets.
10. Analyze a given IPO and Key Derivative Markets Indicators.
11. Compare the Primary, Secondary and Derivative Markets; Equity and Debt Securities; IPO and Private Placements; Book Building and Fixed Issues; Forward and Future Contract; Call and Put Options; and Speculation and Hedging.
12. Determine the Face Value and Market Value of Securities in Stock Market.
13. Create and design a new IPO

BUISNESS STATISTICS I (GE 3)

After studying this course, the student should be able to:

1. Define the basic terms in the areas of business statistics. Recall the definition of statistics, meaning, importance and limitations of statistics. List the various types of data, methods of collecting data, classify and interpret the data.

2. Understand the types, uses and limitations of index numbers. Illustrate the methods of constructing price and quality index numbers.
3. Analyse the concepts in time series, moving averages and least square method. Solve practical problems in business statistics and compare the results with practical outcomes.
4. Simplify the complicated data collected during a survey through various methods in statistics. Based on the acquired knowledge, interpret the meaning of the calculated statistical indicators.
5. Evaluate the applicability of various measures of central tendency such as mean, mode, median etc. in different context.
6. Construct various types of graphs and diagrams such as frequency curves, bar diagrams, ogives etc. using the data.

BUSINESS COMMUNICATION II

On completion of the course the student will be able to:

1. To define the process of business communication.
2. To explain interviewing skills
3. To experiment with RTI act of 2005
4. To analyse references and testimonials
5. To compare various business letters
6. To compose RTI applications

ECONOMICS OF RESOURCES (GE 4)

On completion of the course, students will be able to:

1. Define basic concepts on environmental economics, sustainable development, energy security, energy audit, energy and water pricing, etc.
2. Identify the different types of economic efficiencies, externalities, market failures, etc.
3. Recognize the role of energy, water and human resources for economic growth, etc.

4. Discuss the market approach to solve environmental problems, social cost and benefit with examples, optimist and pessimist views on economic development, domestic and global energy and water scarcity, etc.; benefits of education and health through theoretical concepts and practical exposure.
5. Relate to different economic situations and environmental problems, scarcity of energy and water resources, domestically and globally, changes in the pattern of education and health facilities, etc.
6. Apply their thinking capacity to solve the problems of economic situations and improve the environment quality by reducing pollutions, etc.
7. Compare different types of economic development with environmental quality, both of their problems.
8. Examine the causes for the negative and positive externalities, economic development and environmental situations in the economy.
9. Assess different economic situations, problems of scarcity of different resources, environmental degradation, problems of health and education, based on the concepts learnt and practical understanding gained.
10. Design plans to solve the problems caused to the environment and economics.

SEMESTER IV

FUNDAMENTALS OF INVESTMENT (CC12)

At the end of the course the students will be able to:

1. Describe various components of Indian Financial system
2. Compare various investment avenues.
3. Differentiate between the Primary, Secondary and Derivative Markets
4. Elaborate on the process of investment
5. Understand the process of online trading
6. Apply computation of Indices in the Stock Market.
7. Explain role of SEBI in regulating capital market
8. Formulate strategies for portfolio construction and evaluation

9. State the rights, Obligations and Grievance Redressal Mechanism for the Investors in the Securities Market.

INCOME TAX - DIRECT TAX (CC13)

On completion of the course the student will be able to:

1. Define the basic concepts of Income Tax
2. Classify the Income under different heads of Income under Income Tax Act
3. To Apply various Income Tax provisions for calculation of Income from Salaries and Profits or Gains from Business or Profession
4. To analyse the effect of deductions under Chapter VI A for the purpose of calculation of Total Income
5. To recommend Strategies for reducing Tax liability as per Provisions of Income Tax Act
6. To develop the templates to calculate the Tax Liability as per Individual requirements

ACCOUNTING FOR SERVICE ORGANISATION (CC14)

On completion of the course the student will be able to:

1. List the practical aspects of accounting for service organizations such as banks, general insurance companies, underwriters and hotels.
2. Explain the basic framework for preparing the final accounts for banks, general insurance companies and hotels, understand the different methods of calculating the liability of underwriters.
3. Apply theoretical framework and practical aspects of accounting for service organizations such as banks, general insurance companies, underwriters and hotels.
4. Categorise the items of expenditure and income and assets and liabilities into relevant schedules for the preparation of Final accounts of Banks, Insurance Companies and Hotels, examine the different methods of calculating the liability of underwriters.
5. Determine the financial performance of Hotels, Banks and Insurance Companies, assess the liability of underwriters under different types of underwriting.
6. Develop practical knowledge on preparing of accounts for service organizations such as banks, general insurance companies, underwriters and hotels.

COMPANIES ACT AND IPR LAWS (SEC 2)

On completion of the course the student will be able to:

1. Define the concepts of Company, Patents, Design, Copyright, and Trademark
2. Explain procedure for incorporation of companies, important corporate issues, and understand different types of Intellectual Property Rights
3. Identify rights of an Intellectual property holder, problems related to infringement, remedies and Company Law procedures
4. Analyse the impact of Intellectual Property Law and Company Law
5. Explain the duties and responsibilities of a company and its key managerial personnel, rights, duties and limitations of IPR holder
6. Students can choose to consider Law as a career option

COMPUTER APPLICATIONS FOR BUSINESS (SEC 2)

After successfully completing this course, students should be able to:

1. Understand E-Commerce concept.
2. Describe and use the electronic means for business transactions.
3. Discuss the E-Commerce applications in various industries.
4. Understand Database management system concepts.
5. Use Database software.
6. Discuss the importance of ERP software for business.
7. Implement the integration of ERP modules in a Case Study of a small business.
8. Understand the security threats in E-commerce environment and possible technology solutions for the same.

COLLECTIVE BARGAINING AND NEGOTIATION SKILLS (SEC 2)

On completion of the course, you will be able to:

1. Explain the concepts of Collective Bargaining, Negotiation, Grievance Management
2. Summarize the pre-requisites for successful Collective Bargaining in any Country, Difficulties in the Bargaining Process, Levels of Bargaining

3. Assess the Theories of Collective Bargaining
4. Develop the required skills for negotiating a contract
5. Decide the Approaches and Phases in Collective Bargaining
6. Judge the Trends in Collective Bargaining

BUSINESS STATISTICS II (GE 5)

After studying this course, the student should be able to:

1. Define the basic terms in the areas of business statistics. Recall the definition of correlation, regression, interpolation and extrapolation. Relate or match the various concepts of mathematics and statistics. Choose the suitable method to find the approximate value of the problem.
2. Understand and use equations, formulae, and mathematical expressions and relationships in a variety of contexts. Demonstrate mathematical skills required in mathematically intensive areas in Business Statistics. Develop an understanding of the theory of probability, rules of probability and probability distributions.
3. The conceptual understanding of various topics such as sampling theory, testing of hypothesis, estimation and procedure for hypothesis testing etc. in business research.
4. Interpret the meaning and process of hypothesis testing including one-sample and two-sample tests. In order to solve the problems using multiple approaches, judge if the results are reasonable, and then interpret and clearly communicate the results.
5. Analyse the application of various concepts in numerical techniques including interpolation and extrapolation in various areas of business and compare the results with practical outcomes.
6. Improve the ability to modify the existing statistical technique to get better results.

INTRODUCTION TO MUTUAL FUNDS (GE 5)

On completion of the Course, the student would be able to:

1. Define Mutual Funds, NAV, Asset Management Company, New Funds Offers, Capital Gains.
2. State the investors' rights and Obligations.
3. Describe structure and constituents of Mutual Funds.

4. Illustrate different types of mutual funds products and Investment Plans.
5. Outline the procedures for investing in New Fund Offer.
6. Explain the trading and settlement procedures in Mutual Funds.
7. Compute the Expense Ratio, Portfolio Turnover Ratio, Pricing of Debt Instruments and taxation of capital gains with and without indexation benefits.
8. Compare the Securities and Exchange Board of India's Mutual Funds Regulations for the Asset Management Company and Investors.
9. Motive and Function of Association of Mutual Funds of India.
10. Analyze a given New Fund Offer.
11. Compare the Equity and Debt Funds; Liquid and Debt Funds; and Exchange Traded Funds and Mutual Funds.
12. Determine the exit load for Mutual Fund Scheme.
13. Design a new Mutual Funds Scheme.

BUSINESS ENVIRONMENT II (GE 5)

On the completion of the Course the student would be able to:

1. Define the concepts of Economic and Political Environment.
2. Identify the linkages between business firms and its environment using case studies.
3. Analyze the impact of policy framework on operations of a business firm.
4. Evaluate the interconnection between various components of business environment at local, state, national and international level and appraise its impact on firms.
5. Propose initiatives to modify and design macro and micro level policies that would enhance environment for firms making it more conducive for business operations.

MASS COMMUNICATION (GE 5)

On completion of the course the student will be able to:

1. Define the principles of mass communication
2. Explain the development of mass media
3. Identify the problems of a development communicator

4. Compare various media of communication
5. Critically appreciate a film
6. Design a message for rural audience

PRACTICES IN RURAL MARKETING (GE 5)

On completion of the course, you will be able to:

1. List the marketing channels in rural markets, media mix for rural markets, qualities of a successful rural salesmen and essentials of effective agricultural marketing
2. Understand the physical distribution management in rural markets, objectives of promotion in rural markets and role of sales person in rural marketing.
3. Identify the emerging channels of distribution in rural market, constraints in promotion and marketing communication in rural areas and problems and prospects faced by sales personnel in rural markets.
4. Distinguish between marketing of agricultural goods and manufactured goods. Examine the role of wholesalers and retailers in rural markets.
5. Evaluate the problems in the channels of distribution in the rural markets. Assess the formal and informal media for communication in rural areas.
6. Develop effective channels of distribution for rural markets and solve the problems of physical distribution in rural areas and agricultural marketing.

EVENT MANAGEMENT (GE 5)

On completion of the course, the student will be able to:

1. Define events on the basis of size and type, concepts relating to event planning, production, marketing and financing. Relate to the issues and risks involved in events
2. Explain concept development and event designing, event protocol, itinerary and various event resources. Outline the event evaluation process. Demonstrate measures to be taken for event safety and security

3. Utilise event planning and production tools like checklists, run sheets, function sheets, critical path, Gantt charts, maps. Make use of financial control systems including budgets and cost sheet. Develop an appropriate event marketing mix, event itinerary
4. Simplify event planning and production through effective venue management. Analyse budgets, cost sheets and profits
5. Determine suitable financial systems for event. Assess the requirements of specific events with regard to planning, production, marketing and financing
6. Plan and organize events through the understanding of concepts and practical exposure

PUBLIC FINANCE (GE 6)

On completion of the course, students will be able to:

1. Define basic concepts of Public Finance, principle of maximum social advantage, fiscal functions, public goods, private goods, mixed goods, merit goods, public expenditure, public revenue, public debt, types of public expenditure, sources of public revenue, classification of public debt, impact, incidents and shifting of tax, budget, types of budgets, deficits in budget, Federal Finance, Finance Commission, etc.
2. Identify the types of fiscal operations, budgets, deficits, operation of central, state and local governments, etc.
3. Recognize the role of public revenue, public expenditure, public debt, budgetary operations, budget deficits, deficit financing and its impact on the economy, etc.
4. Discuss the government's approach towards taxation, rise in public expenditure, problems of debt and deficits, central and state budget, etc. to solve economic problems through theoretical concepts and practical exposure.
5. Relate to current economic situations and provision of fiscal services, budgetary provisions by the government, etc.
6. Apply their thinking capacity to solve the problems related to different fiscal operations.
7. Compare different types of recent taxation and spending pattern of the government and issues with current economic situations.
8. Examine the causes for the negative and positive aspect in the recent fiscal operations and economic development.

9. Assess different economic situations, merits and demerits of different fiscal policies of the government based on the concepts learnt and practical understanding gained.
10. Design plans to solve the problems caused by the fiscal policy changes to the common people and the economy.

SEMESTER V

INDUSTRIAL MANAGEMENT (CC 15)

At the end of the course the students will be able to:

1. Define concepts of Industrial Management, Productivity, Work Environment, Total Quality Management, Industrial Safety and Occupational Health.
2. Illustrate Industrial Management Process, Factory Layout, methods of TQM.
3. Assess role of National Productivity Council, ISO 9000, Occupational Health and Safety Standards 18000.
4. Decide types of Plant Layout, factors affecting Industrial Productivity, Work Environment, Industrial Accidents.
5. Judge factors affecting Work Environment, Occupational Hazards, Total Quality Methods, Industrial Accidents and Occupational Health.
6. Design Health Programs in industries, Accident Prevention measures, Effective Plant Layouts.

INDIAN MONETARY AND FINANCIAL SYSTEM (CC 16)

On completion of the course, students will be able to:

1. Define the concept of Money and financial market. List down different institutions and instruments in the financial system of India
2. Explain the role of RBI, SEBI and other financial intermediaries in the financial system of India. Describe the structure of Financial System, Classify different financial Instruments
3. Build up a database on financial system of India. The data would help to identify crucial trends of financial market.
4. Analyze the flow of funds from/to different sectors in the economy. Compare the role of RBI and SEBI in Money and Capital Market.

5. Assess the functioning of different components of financial markets and instruments.
6. Construct a flow of fund matrix for an organization. Formulate a flow chart to optimally utilize the financial resources.

SPECIALISATION: ACCOUNTING

INCOME TAX (DSE 1)

At the end of the course the students will be able to:

1. Define the basic concepts of Income form House Property, Capital Gains and Income from other Sources.
2. Classify the Income form House Property, Capital Gains and Income from other Sources as per Income Tax Act.
3. Apply various Income Tax provisions for calculation of Income form House Property and Income from other sources.
4. Analyse the effect of deductions under Chapter VI A for the purpose of calculation of Total Income.
5. Recommend Tax Planning Strategies as per Provisions of Income Tax Act.
6. Develop the Tax Planning models as per Individual requirements under various heads of Income.

AUDITING (DSE 2)

At the end of the course the students will be able to:

1. Define Auditing and concepts of Vouching, Verification and Valuation
Recall reporting requirement under CARO.
2. Explain the Procedure for Evaluating the Internal Control System of an entity and utility of documents including Audit Working Papers and Audit Note book.
Explain Internal Audit and its significance. Describe the procedure for obtaining Audit Evidence, general procedure for vouching and verification of Assets and Liabilities.
3. Apply techniques of Auditing to carry out an audit of an entity.
4. Identify the strengths and weakness of Internal control System of an entity using ICQ and Flowcharts methods.

5. Evaluate the Internal Check System of an entity. Plan Audit Programme for an Entity.

GOVERNMENT ACCOUNTING (DSE 3)

At the end of the course the students will be able to:

1. Define the terminology used in government accounting.
2. Identify items of revenues and expenditure of local-self-government bodies.
3. Explain the basic principles of government accounting in India.
4. Explain the accounting procedure for government expenditure.
5. Describe the classification of government accounts in India.
6. Describe the limitations of accounting systems in various government organizations.
7. Explain the systems of public works and contracting in government projects
8. Demonstrate ability to prepare financial statements of local-self-government bodies, electricity corporations and transport corporations.
9. Differentiate between systems of commercial accounting and government accounting.
10. Evaluate government projects by applying capital budgeting techniques.
11. Evaluate critical points in planning and execution of government projects using project management techniques of PERT and CPM.

FINANCIAL REPORTING (DSE 4)

On completion of the course the students should be able to:

1. Comprehend the theory and practices of financial reporting.
2. Use theory and practices to discuss and analyse a company's performance. Evaluate interpret the financial statements
3. Explain the various aspects of Corporate Social Responsibility
4. To understand the concepts of IFRS, GAAP, AS and Ind AS
5. Theoretically and practically understand specified accounting standards and applying their concepts and rules
6. Recognizing the International Financial Reporting Standards and Ind AS and their relevance to the present scenario.
7. Judge outcome of information and justify the chosen outcome

SPECIALISATION: COST AND MANAGEMENT ACCOUNTING

COST ACCOUNTING I (DSE 1)

At the end of the course students will be able to:

1. List the concept of cost costing and cost accounting, merits and demerits of cost accounting.
2. Define material, material control, type of material, system of stores control in an organisation.
3. Demonstrate the accounting for material purchase price.
4. Demonstrate calculation of stock level, economic order quantity, methods of issue of pricing materials.
5. Apply the methods of stock level, economic order quantity, methods of issue of pricing materials an organisation.
6. Build a system of stores control, Stock levels and pricing of material for organisation.

COST ACCOUNTING II (DSE 2)

At the end of the course students will be able to:

1. Recall the concepts of labour cost, remuneration, overhead cost, allocation, apportionment and absorption
2. The classification of labour cost and remuneration and overhead cost
3. Apply the different incentive schemes in calculating labour remuneration
4. Analyse the different methods of allocation, apportionment and absorption of overhead cost
5. To evaluate the labour remuneration scheme and overhead cost distribution scheme in an enterprise
6. To estimate the labour cost and overhead cost for future plans with proper controls and most suitable methods

TECHNIQUES OF COSTING (DSE 3)

At the end of the course students will be able to:

1. Define the concept of marginal costing, standard costing, variance Analysis, key factor, management control and transfer pricing.
2. Demonstrate the computation of marginal cost, profit volume ratio, break even Analysis, Margin of safety, key factor Analysis sales mix.
3. Demonstrate the computation of material variances, labour variances, and overhead variances.
4. Apply the analysis of profit volume ratio, break even Analysis, Margin of safety, key factor, sales mix for decision making.
5. Analyse the computed material variances, labour variances and overhead variances for an organisation.
6. Evaluate marginal cost and variance analysis for an organisation.
7. Design a suitable technique of costing for an organisation for decision making.

MANAGEMENT ACCOUNTING (DSE 4)

At the end of the course students will be able to;

1. Define the basic concepts of Management Accounting, Budgetary Control and Capital Budgeting
2. Classify the different types of budgets and methods of capital budgeting
3. Apply various methods of capital budgeting for evaluating the profitability of the projects and preparation of various functional budgets
4. Analyse various competing projects and future cash flow requirements
5. Apply various methods of capital budgeting for evaluating the profitability of the projects and preparation of various functional budgets
6. Design excel Templates on Budgets, Capital Budgeting Techniques as per requirements of the organisation

SPECIALISATION: BUSINESS MANAGEMENT

INTERNATIONAL MARKETING MANAGEMENT (DSE 1)

At the end of the course students will be able to:

1. Define the concepts of international marketing, international advertising, global branding, trademarks, dumping.

2. Recognise the role of international marketing environment, international product pricing policy, research, challenges in international marketing.
3. Assess the role of international pricing, distribution, promotion policy, trade blocks, free trade zones in international marketing.
4. Develop appropriate international market entry strategies, pricing policies and outline the difference between international and domestic marketing
5. Evaluate the international marketing environment, challenges in international marketing, factors affecting international product pricing, price quotation through market research.
6. Design international export marketing communication mix and distribution policy.

RETAIL MANAGEMENT STRATEGIES (DSE 2)

At the end of the course students will be able to:

1. Describe the major retail decisions. List out the factors affecting specific retail decisions and the factors influencing the retail shopper, recognise retail customer profiles. Recall the concepts of retail shopper customer service, customer loyalty, customer loyalty programmes, customer relationship management, retail logistics management and supply chain management.
2. Explain the customer decision-making process, the principles for delivering distinctive services. Recognise changing customer profiles and the changing trends among Indian consumers. Describe retail growth strategies.
3. Identify with changing customer profiles. Utilise strategies for retail business.
4. Contrast between 'Price' and 'Value', 'Standardisation' and 'Customisation' as well as 'Push Logistics' and 'Pull Logistics'. Relate to the management of retail logistics and supply chain.
5. Explain various retail decisions based on the elements of product, price and promotion. Assess the importance of retail logistics management.
6. Discuss the process of handling customer complaints. Develop a retail mix for implementation of retail strategies.

ADVERTISING MANAGEMENT (DSE 3)

At the end of the course students will be able to:

1. Acquaint themselves with benefits, limitations, different types of advertising media and agencies.
2. Recognise the role of advertising in promoting the product, distinguish between ethical and unethical advertising, career options in advertising field.
3. Assess and apply the advertising concepts required to build the advertisements for clients, manage an advertising agency.
4. Develop and conduct a critical analysis of advertisements using DAGMAR model.
5. Evaluate and measure the effectiveness of an advertisement through market research.
6. Design and create content for clients to advertise their products.

SERVICES MARKETING II (DSE 4)

At the end of the course students will be able to:

1. Recall the concepts of tourism product, hospitality product, bank marketing and insurance. Describe green marketing, health care services, BPO's, KPO's, LPO's, media services, courier services and web marketing. List the different types of bank products, forms of lending and the basic principles of insurance.
2. Classify the different types hotels and the types of insurance. Relate to the components of tourism product.
3. Identify the demand factors for tourism product. Relate to the trends in tourism, insurance and other services.
4. Compare the role of tour operators and travel agents. Analyse the marketing mix for airlines. Examine the role of its providers and the buyers of media services.
5. Assess the pricing considerations for Indian railways, the need for insurance marketing in India and the benefits of web marketing.
6. Discuss green marketing practices. Compile the merits and limitations of BPO's, KPO's and LPO's. Compose the SWOT analysis of the courier service industry in India.

SPECIALISATION: BANKING AND FINANCIAL SERVICES

MODERN BANKING OPERATIONS AND SERVICES (DSE 1)

On completion of the course, students will be able to:

1. Define basic concepts on various financial services, modern services in banking, like merchant banks, leasing, factoring, mutual funds, Bancassurance, securitization, demat account, universal banking, banking policies for MSMEs, credit rating, MICR cheques, E-banking, financial inclusion, corporate governance, mergers and acquisitions, green banking, etc.
2. Identify the different types of banking and financial services.
3. Recognize the role of modern banking services and its importance for economic growth
4. Discuss the advantages and disadvantages of various financial and banking services, E-banking, financial inclusion, corporate governance, current mergers and acquisitions of the banks etc. based on theoretical concepts and practical exposure.
5. Relate to current economic situations and provision of modern banking services.
6. Apply their thinking capacity to solve the problems related to different financial operations.
7. Compare different types of recent developments in modern banking services like e-banking, remittance services and usage of different types of electromagnetic cards, financial inclusion, mergers and acquisitions in the banks, etc. and its issues with current economic situations.
8. Examine the causes for the negative and positive aspect in the recent banking operations and economic development.
9. Assess different economic situations, merits and demerits of different banking products, cybercrimes, etc., based on the concepts learnt and practical understanding gained.
10. Design plans to solve the problems caused by the introduction of recent services by the banks to the common people and the economy.

BANK MANAGEMENT (DSE 2)

On completion of the course, students will be able to:

1. Define basic concepts of financial statements, ratios, balance sheets, profit and loss, income and expenditure statements, asset liability management, credit management,

investment management, treasury operations, types of risks, components of bank's capital, pricing of deposits, non-deposit sources, bank marketing, 7 Ps of bank marketing, tele-marketing, Consumer Protection Act, Banking Ombudsman Scheme.

2. Identify the different types of banking financial statements, its items, risks, marketing strategies, customer grievances, etc.
3. Recognize the role of banking financial statements, asset liability managements, balance sheet, procedure to manage risks, bank marketing methods, and steps to solve customer grievances through customer redressal machinery and its importance in the economy.
4. Discuss the performance of various banks based on its financial statements, various risks and its managements, bank marketing strategies, grievances of the customers, etc. based on theoretical concepts and practical exposure.
5. Relate to the performance of different banks based on its financial statements, various risks and its managements, marketing of different banking products, their problems, recent changes, etc.
6. Apply their thinking capacity to solve the problems related to different problems faced by the banks and the customers.
7. Compare different banks financial statements during different years, improvements in the assets-liability management, risk management, bank marketing, treasury, operations, etc., and issues with recent changes in the economy.
8. Examine the causes for the negative and positive developments in bank management, asset liability management, risk management, etc.
9. Assess different financial statements; balance sheets, profit and loss accounts, income and expenditure statements, of a bank, compare it with other banks to assess the performance of various banks, risks faced by different banks, marketing strategies adopted by banks, functioning of customer protection act and banking ombudsman scheme, solving the problems and complaints of the customers, etc, by the banks based on the concepts learnt and practical understanding gained.
10. Design plans to solve the problems caused to the banks due to the error in the calculations and mismanagement of financial statements, risk management and bank marketing managements and also find solutions to the grievances of customers.

BANKING IN INDIA (DSE 3)

On completion of the course, students will be able to:

1. Define basic concepts of Non-Banking Financial intermediaries (NBFCs), Residuary Non-Banking Financial Intermediaries (RNBCs), Narasimham Committee Recommendations, prudential norms, Basel norms, Non-Performing Assets (NPAs), Debt Recovery Tribunals, Strategic Debt Restructuring, (SDR), Board of Industrial and Financial Revival (BIFR), agriculture finance, NABARD, micro finance, Industrial finance, IDBI, IFCI, Working capital, term finance, etc.
2. Identify the different types of NBFCs, banking sector reforms, NPAs, Basel norms, agriculture and industrial finance, etc.
3. Recognize the role of NBFCs, Basel norms, NABARD, IDBI, IFCI, etc.
4. Discuss the approach of NBFCs, agriculture and industrial finance to solve the problems of productive sectors through theoretical concepts and practical exposure.
5. Relate to different economic situations and financing problems, functions of NBFIs, NPAs, etc.
6. Apply their thinking capacity to solve the problems of finance in agriculture and industrial sector, NPAs, etc.
7. Compare different types of financial requirement of different sectors and different financial institutions which are providing loans to them.
8. Examine the causes for the negative and positive aspects of financing by different institutions.
9. Assess different economic situations, requirements of different productive sectors, NPA and other problems of financial institutions, etc.
10. Design plans to find out and suggest measures to solve the financial problems of the banks, financial institutions and to the agriculture and industrial sectors.

FOREIGN EXCHANGE, FOREIGN TRADE AND INTERNATIONAL FINANCE (DSE 4)

On completion of the course, students will be able to:

1. Define the international financial system and forex market, types of rates: forward rate, spot rate, arbitrage, speculation, swaps, euro currency markets, euro bond markets, remittances, off shore finance, cross border finance, letters of credit etc.
2. Identify types of exchange rates, component of forex market, types of NRI accounts, constituents of Indian forex market dealers in the euro currency markets, types of letters of credit and parties involved in letters of credit.
3. Recognize role of LIBOR, MIBOR and FIBOR, role of ECGC and EXIM bank and BRICS bank.
4. Discuss determination of exchange rate theoretically, arguments in favor of and against floating and fixed exchange rates in India, the genesis of Asian currency market, euro currency market, euro dollar market and petro dollar market.
5. Relate to the current global economic scenario and the understand the significance of international financial markets.
6. Apply the conceptual understanding in the calculation of exchange rates and quotations.
7. Compare the contribution of financial centers in Asia and Europe within and outside its jurisdiction, the facilities available under various NRI accounts (i.e., NRO, NRE etc.), benefits availed by the exporters under the pre-shipment and post-shipment export finance.
8. Examine the causes for the genesis of euro currency market, petro dollar market and euro bond market.
9. Assess the significance of foreign exchange market in international economics, importance of various constituents of foreign exchange and international financial centers in facilitating flow of funds etc.
10. Design policies to facilitate much easier flow funds across the financial centers in the world.

SEMESTER VI

HUMAN RESOURCE MANAGEMENT (CC17)

On completion of the course students will be able to:

1. Define concepts of Human Resource Planning, Job Analysis and Design, Recruitment, Selection and Placement, Employee Compensation, Labour Welfare, Turnover and Labour Absenteeism, Competencies and learning organizations.

2. Outline human resource planning process, Outline human resource planning process, business Process Outsourcing, Process of Job analysis, Business Process Re-engineering.
3. Model the role of Employee Empowerment, Workers Participation in Management.
4. List out the barriers to Human resource planning (HRP), Factors determining Wage Rates, methods of data collection, Labour welfare agencies, Profit sharing scheme, weaknesses and problems of Indian Trade Unions.
5. Appraise outsourcing Opportunities in India, Labour Welfare Programmes in Industries, System of wage payment, causes and effects of labour turnover and absenteeism, changing environment of HRM.
6. Propose suitable Wage Plans, Profit sharing schemes, Employee branding, Employee Empowerment measures, creation of innovation culture, measures to minimize labour turnover and absenteeism

INTERNATIONAL ECONOMICS (CC18)

On completion of the course, students will be able to:

1. Define the concept of International Trade, Balance of Payment, Foreign Exchange Market, Foreign investment, Multilateralism and Regionalism
2. Explain the theories of international trade, types of protective devices, types and causes of disequilibrium in BOP, types of foreign exchange transactions, factors influencing foreign exchange rates, determinants of FDI and FPI, entry modes of FDI, Agreements of WTO, objectives and types of regional trade agreements.
3. Experiment with the data on BOP of India, Identify the reasons for fluctuations in foreign exchange market, trends in foreign investment, multilateral and bilateral trade flows of India
4. Compare BOP of India pre and post liberalisation, foreign investment inflows and outflows, Analyse the impact Multilateralism and regionalism.
5. Assess the gains from international trade, types and causes of BOP disequilibrium, types of foreign exchange transactions, impact of foreign investment on capital market and exchange rate, objectives and principle of WTO
6. Build a model to study the trends in India's foreign trade, foreign investment, bilateral and multilateral trade agreements.

SPECIALISATION: ACCOUNTING

ADVANCED COMPANY ACCOUNTS (DSE 5)

At the end of the course the students will be able to:

1. Recognize commonly used financial statements, their components and how information from business transactions flows into these statements
2. Develop skills for preparation of financial statements of limited companies
3. Develop an understanding about valuation of Shares and Debenture and its types
4. Calibrate the accounting procedures involved in Mergers and Amalgamation of companies
5. Construct the Restructuring of capital structure in the financial statement of Joint stock company ltd
6. Prepare the accounts of companies on the event of internal reconstruction

ACCOUNTING I (DSE 6)

At the end of the course the student will be able to:

1. Develop skills for preparation of books of accounts in respect of hire purchase and royalty businesses and organizations operating with branch and departmental structure.
2. Make use of various accounting methods in the course to apply in real life
3. Acquire basic knowledge of hire purchase and instalment system
4. Understand technical terms relating to the course
5. Familiarize themselves with preparation of accounts which include calculation of interest, depreciation etc using different methods
6. Develop analytical skills in department trading and profit and loss account and balance sheets using stock and debtors' system and final account system.
7. Learn how financial institutions dealing with hire purchase and instalment system keep books of accounts
8. Analyse the value of money over a period of time
9. Develop skills analysing company's information and demonstrate numeracy skills pertaining to an entity's transactions.

ACCOUNTING II (DSE 7)

On completion of this course, students will be able to:

1. Prepare Income and expenditure account, Profit and loss account, Balance Sheet of Professional.
2. Prepare Investment account of fixed income bearing securities and account for bonus and rights issue.
3. Understand the concept of Redemption of debentures and various methods of redeeming debentures like Sinking fund method, Insurance Policy method and convertible debenture method.
4. Understand the process of liquidation of companies and preparation of liquidator's final statement of accounts.

CORPORATE ACCOUNTING AND TAX PLANNING (DSE 8)

At the end of the course, students will be able to:

1. Define the concepts of Holding Company, Subsidiary Company Wholly owned and partly owned subsidiaries, minority interest, cost of control, Profit or loss prior to incorporation, cut-off date, Employee Stock Option Plan, Tax Planning, Tax Avoidance and Tax Evasion
2. Explain the accounting procedure involved in preparation of Consolidated Financial Statements of Holding and Subsidiary company
3. Explain the Basis of apportionment of profits between pre and post incorporation period
4. Understand and Recall the Employee Stock Option Plan Terminologies
5. Describe the tax planning measures with respect to setting up of new business, financing and investment decisions and managerial decisions
6. Demonstrate ability to prepare Consolidated financial statements of Holding and Subsidiary company.
7. Demonstrate the ability to determine the determination of profit(loss) prior to incorporation
8. Demonstrate the ability to record the accounting procedure involved in settlement of ESOP

9. Differentiate between Corporate Accounting and Tax Planning
10. Evaluate various tax planning decisions

SPECIALISATION: COST AND MANAGEMENT ACCOUNTING

ADVANCED COST ACCOUNTING I (DSE 5)

On completion of this course, students will be able to:

1. Explain the concepts, nature and purpose of Job Costing and Batch Costing.
2. Determine the Economic Batch Quantity.
3. Understand the meaning and basic principles involved in operating costing.
4. Explain the procedure involved in reconciliation of Financial Profit and Costing profit.
5. Understand the various reasons for disagreement in reconciliation of Financial Profit and Costing profit.
6. Analyse the schemes and techniques used in cost control and cost reduction.

COST AND MANAGEMENT AUDIT (DSE 6)

On completion of the course the student will be able to:

1. Define the concepts of Cost audit, Efficiency audit, Propriety audit, Management audit, social audit, Operational audit, Energy audit, Value for Money audit, Performance audit.
2. Apply the important sections of Companies Act 2013 relating to cost audit relating to Books of Accounts to be maintained (Section 128), Qualifications and Disqualifications. (Section 141), Appointment of cost auditor (Section 2 sub section (28) and Ceiling on number of cost audits
3. Apply the Techniques of Cost Audit, CARR Maintenance of records, Cost Accounting Record Rules (CARR) and Cost Audit Report Rules (CAR) while conducting cost audit in an organisation.
4. Analyse the Techniques of Cost Audit, CARR Maintenance of records, Cost Accounting Record Rules and Cost Audit Report Rules for conduct of cost audit in an organisation.
5. Design suitable Cost Audit plan for an organisation.

ADVANCED COST ACCOUNTING II (DSE 7)

On completion of the course the student will be able to:

1. Define the concept Inter-Process Costing, Contract Costing, Uniform Costing, Integral Accounting, Non -integral Accounting, Activity Based Costing, Inter firm Comparison and Responsibility Accounting.
2. Demonstrate the computation Inter-Process Costing, Equivalent Production, Cost Plus Contract and Estimated Contract Costing.
3. Demonstrate the Journal entries for Integral Accounting and Non -Integral Accounting.
4. Apply the knowledge on Inter-Process costing, Cost plus Contract costing, Estimated Contract Costing, Integral Accounting and Non-Integral Accounting in an organisation.
5. Analyse Inter-Process costing, Cost plus Contract costing, Estimated Contract Costing, Integral Accounting and Non-Integral Accounting for decision making in an organisation.
6. Design a best suitable method of costing for an organisation.

ADVANCED MANAGEMNET ACCOUNTING (DSE 8)

On completion of the course, students will be able to:

1. Understand the numerous options that corporations must make in order to reduce costs.
2. Explain the concept of marginal costing and how it is applied in decision making.
3. Evaluate the cost in the service sector by gathering cost data in the context of hotel and power house costs.
4. Explain the significance of strategic cost management and how it differs from standard cost management strategies.
5. Explain the evolution of activity-based costing and its implications for decision-making, as well as the numerous ways in which the ABC System supports Corporate Strategy.
6. Recognize the influence of changes in the company environment on management accounting and the significance of Kaizen Costing.
7. Understand quality management and cost-benefit analysis.
8. Understand Just in Time, its implications for the cost system, and the various approaches employed for it.

SPECIALISATION: BUSINESS MANAGEMENT

FINANCIAL MANAGEMENT II (DSE 5)

At the end of the course students will be able to:

1. Explain the concept of dividend, types of dividend and determinants of dividend policy.
2. Summarize the relevance and irrelevance theories of dividend decisions.
3. Explain the meaning and importance of cost of capital.
4. Demonstrate the computation of specific costs of debt, equity share capital, preference capital, retained earnings and weighted average cost of capital.
5. Explain the concept and importance of capital budgeting.
6. Describe the different types of capital budgeting decisions.
7. Apply various methods of capital budgeting for evaluating the profitability of projects.
8. Explain the concept and importance of capital structure.
9. Describe the various capital structure theories.
10. Demonstrate the computation of leverages

STRATEGIC MANAGEMENT (DSE 6)

On completion of this course, the students will be able to:

1. Students will be able to learn the basic concepts of Strategic Management
2. Students will be able to apply the models, tools and techniques to practical situations for identifying and solving organisational problems.
3. Students will be able to take decisions in strategic business environment, and develop capacity to think and perform strategically and gain competitive advantage
4. Explain the meaning of strategy and the components involved in it.
5. Describe the basics concepts, background, merits and limitations of strategic management.
6. State and explain the stages involved in the strategic management process put forth by Fred David
7. Explain the pervasiveness of strategic management discipline at various levels of the organisation
8. Distinguish strategic management from operational management.

9. Explain the meanings of vision, vision statement, mission, mission statement and objectives, and give examples of each.
10. Describe the nature of mission and objectives, and explain the elements of mission.
11. State and explain the internal and external environmental forces (micro and macro) influencing a business corporation in the event of strategy formulation.
12. Discuss the various theories with illustrations used for strategic analysis such as Michael Porter's Five Force, SWOC, BCG and GE's 9 Cell Matrix, Ohmae's 4 routes to strategic advantage and Value chain.
13. Explain the meanings of Strategic Implementation, Evaluation and Control.
14. State and explain the approaches to strategy implementation.
15. Explain the steps in Strategic Implementation, Evaluation and Control.
16. Explain the concept of Balanced Score Card and Six Sigma.

SUPPLY CHAIN AND LOGISTICS MANAGEMENT (DSE 7)

On completion of this course, students will be able to:

1. Define the concept of logistics and its functions and importance.
2. Explain the fundamentals of Supply Chain Management.
3. Identify the techniques and strategies in demand management and customer service in various business situations.
4. Explain on the role of Information Technology and various stages in supply chain and logistics management.
5. Discuss the various aspects related to Order processing, Customer delivery and unloading.
6. Understand the transportation, warehousing and packaging system involved in supply chain and logistics management.

BRAND MANAGEMENT (DSE 8)

On completion of the course, the student will be able to:

1. Recall the meaning and concepts of branding, brand equity management

2. Explain the evolution of brands, factors shaping a brand over its life-cycle, significance of brands, launching of new brands and brand building in Indian markets. Classify the various types of brands. Outline branding challenges / opportunities. Summarize the brand choice decisions and models. Outline the strategic brand management process and explain the steps involved.
3. Identify the techniques of measuring the sources and outcomes of brand equity
4. List the features of a good brand name, functions of brands. Examine various aspects of ethics in branding.
5. Explain various aspects of brand communication, brand extension and brand equity, the role of brand managers, managing brand crisis and managing brand over time. Give opinions on ethics in branding.
6. Discuss branding for global markets, competing with foreign brands, global branding and its strategies, corporate branding, service branding, B2B branding, measuring brand performance, global branding strategies, Elaborate on brand equity measurement systems

SPECIALISATION: BANKING AND FINANCIAL SERVICES

LAW AND PRACTICE OF BANKING I (DSE 5)

On completion of the course, students will be able to:

1. Define Working capital finance, term loan and consumer finance, personal and tangible security, primary and collateral security, Assignment and Bank Guarantees, Need and Role of RBI in Supervision and Control of the commercial Banks in India
2. List types of documents for loan, various legal and non-legal measures for loan recovery.
3. Explain the various modes and methods of creating charge, precautions to be taken by the banker while advancing loans.
4. Solve numerical on EMI, SI and compound interest.
5. Analyse the credit appraisal techniques, the bank documentation procedure, compare the procedures and practices of advancing different loans
6. Classify deeds and letters.
7. Appraise, assess and criticize the various legal and non-legal measures taken by RBI to reduce NPA's of Banks in India and for strengthening the banking system.

8. Construct solutions to improve financial problems of banks.

LAW AND PRACTICE OF BANKING II (DSE 6)

On completion of the course, students will be able to:

1. Define Banker Customer relationship, Negotiable Instruments and its types.
2. List various types of bank frauds.
3. Explain the duties and responsibilities of a collecting banker and paying banker, procedure for opening and closing of Bank account.
4. Apply the precautions to be taken by a banker and identify the implications of it.
5. Compare and classify negotiable instruments and also types of errors and frauds in Banking.
6. Assess the rights and obligations of a banker and the necessity of KYC norms with regard to money laundering.
7. Construct solutions to minimise frauds and malpractices in banking and compile methods to minimise risks to the Banks.

FINANCIAL SERVICES (DSE 7)

On completion of the course, students will be able to:

1. Define financial services, depository services, depository participant, mutual funds, Net Asset Value (NAV), credit rating, secularization.
2. Identify types of financial services, constituents of financial services market, types and features of secularization etc.
3. Recognize: functions of depository participant: Dematerialization, Re-materialization, Account Opening, Transmission and nomination etc.,
4. Discuss growth and development of financial services, problems of financial services sector in India, structure of mutual funds in India, Mutual fund terminologies, portfolio management process, the genesis of Mutual Funds in India, process of secularization.
5. Relate the acquired knowledge of the financial services with the financial services mechanism in national and international financial services markets.

6. Apply the conceptual understanding in calculation of NAV and other key indicators of financial instruments such as the Mutual Funds.
7. Compare the pros and cons of the Mutual Fund investing, role of SEBI and AMFI, the role of various rating agencies: CRISIL, CARE, ICRA etc.
8. Examine the problems of financial services sector in India, issues in secularization.
9. Assess the importance of financial services and credit rating, benefits of secularization, role of SEBI.
10. Design policies to disseminate information pertaining to the financial services mechanism.

CREDIT AND RISK MANAGEMENT (DSE 8)

On completion of the course, students will be able to:

1. Define basic concepts of bank credit, basic principles, 3 Cs, types of credit, different customers, security, legal and regulatory aspects, recommendations of various committees, loan processing, corporate finance and NPAs, project finance, Debt Recovery Tribunals – Asset Reconstruction Fund, documentation, etc.
2. Identify the different types of bank credits, loan processing, project finance, etc.
3. Recognize the role of providing credits by the banks, role of corporate finance, project finance, etc.
4. Discuss the approach of provision of loan by the banks, processing of loans, corporate and project finance, etc as per the theoretical concepts and practical exposure.
5. Relate to different economic situations and loan provision and processing problems, priority sector lending, agriculture finance, finance to small and medium enterprises, etc.
6. Apply their thinking capacity to suggest some measures to improve the credit system in banks
7. Compare different types of financial requirement of different sectors and different credit facilities provided by the banks to different types of customers, their security and legal aspects, documentation as per the requirements, etc.
8. Examine the causes for the negative and positive aspects of financing by the banks.
9. Assess different economic situations, requirements of different productive sectors, NPA and other financial problems faced by the banks, etc.
10. Design plans to find out and suggest some remedial measures to solve the NPAs, technical and financial problems of the banks and customers.

(II) BACHELOR OF BUSINESS ADMINISTRATION (BBA)

TERM I

MARKETING MANAGEMENT 1 (BBCB001)

At the end of the course, the students would have competence in understanding and using Marketing Frameworks, theories and analytical tools for analyzing and decision making in the area of Marketing

HUMAN RESOURCE MANAGEMENT 1 (BBCB003)

At the end of the course, students will be able to build competence in basic Manpower planning, Job Analysis, Recruitment and selection, within an organization

IT SKILLS 1 (BBCB016)

At the end of the course, students will be able to develop the ability in using Word processor, Presentation tool.

MANAGEMENT PROCESS (BBCB005)

At the end of the course, students will be able to apply the managerial functions and processes to various organizational situations

CASE ANALYSIS 1 (BBCB041)

At the end of the course students will be able to develop the competence to analyze managerial situations and arrive at solutions that can be implemented using knowledge and framework integrated from various courses

CULTURAL HERITAGE OF GOA 1 (BBON025)

At the end of the course the students will develop the ability to appreciate the rich Goan cultural ethos. They will have a holistic view of the Goan culture. They will develop the ability to draw a comparison between the pre-Portuguese and Portuguese styles of living and an intermingling of both the cultures.

WRITTEN COMMUNICATION (BBCS002)

At the end of the course, students will have competence in basic business writing, correspondence by way of official letters, reports, thinking laterally, generating creative ideas and writing creatively

TERM II

MARKETING MANAGEMENT 2 (BBCB002)

At the end of the course, the students would have competence in understanding and using Marketing Mix for analyzing and decision making in the area of Marketing

ORGANISATIONAL BEHAVIOUR 1 (BBCB006)

At the end of the course, the student should have an understanding of dimensions of Individual behavior in an organizational setting

FINANCIAL STATEMENT ANALYSIS 1 (BBCB012)

At the end of the course the students will have the ability to read and perform an elementary analysis of Financial Statements.

HUMAN RESOURCE MANAGEMENT 2 (BBCB004)

Introduce the students to the training and development function, performance management, compensation and employee benefits, within an organization

ENVIRONMENTAL MANAGEMENT 1 (BBCB035)

At the end of the subject the student will be able demonstrate environmental consciousness, analyse, identify the causes, effect on environment due to various factors and suggest the relevant action at the individual level and industrial level for the environmental conservation

CULTURAL HERITAGE OF GOA 2 (BBON026)

At the end of the course the students will develop the ability to appreciate the rich Goan culture, with an intention to document and record the same. They will have an ability to seek and also create cross reference/s of the Goan tangible and intangible heritage

ORAL COMMUNICATION SKILLS (BBCS001)

At the end of the course, the student will be able to communicate effectively and with confidence in an inter-personal setting and before an audience

TERM III

PRODUCTION AND OPERATIONS MANAGEMENT 1 (BBCB027)

Course outcomes of this course is to introduce the students to the function of Production and Operations Management, Quality Management, Productivity Management in a Manufacturing and Service setup

BUSINESS MATHEMATICS 1 (BBCB029)

The course aims to introduce the students to managerial situations requiring elementary Mathematical formulations, formulating such situations using elementary mathematics, and understanding the larger organisational implications of those solutions

FINANCIAL STATEMENT ANALYSIS 2 (BBCB013)

At the end of the course, the student will have developed competence in evaluation, analyses and interpretation of Financial Statements

ENVIRONMENTAL MANAGEMENT 2 (BBCB036)

At the end of the subject the student will be able demonstrate environmental consciousness, analyze, identify the causes , effect on environment due to various factors and suggest the relevant action at the individual level and industrial level for the environmental conservation

ORGANISATIONAL BEHAVIOUR 2 (BBCB007)

At the end of the course students will be able To understand Interpersonal situations and group behavior in an organizational setting

HEALTH AND NUTRITION (BBON022)

At the end of the course students will be able to understand the fundamentals of nutrition, exercise and its relation with health, the basics of food and meal planning

PSYCHOLOGY (BBON031)

At the end of the subject, the student will be able to

- Understand the basic principle of Psychology- every individual is different (individual differences)
- Understand oneself & others in terms of the Psychological processes that influence behavior
- Apply the understanding of his/her behavior to various situations of life, especially at the workplace

PRESENTATION SKILLS (BBCS003)

At the end of the course, the student will be able to design and deliver effective presentations

TIME MANAGEMENT (BBCS007)

At the end of the course students will be able to improve productivity at workplace by effectively using time management skills

TERM IV

INTERNSHIP REPORT 1 (BBIR001)

At the end of the internship the student will be able to understand how an industry works

INTERNSHIP SEMINAR 1 (BBIS001)

At the end of the internship the student will be able to learn from each other on how industry works in order to enhance learning from real life case studies

TERM V

MANAGERIAL ECONOMICS 1 (BBCB018)

At the end of the subject, the student will be able to take managerial decisions considering the impact of Business Economics to examine how a firm can achieve its objectives, subject to constraints, most efficiently

MANAGEMENT ACCOUNTING 1 (BBCB014)

At the end of the course, the student would be able to use budgeting as a technique of management accounting and preparing management reports for taking effective decisions

FINANCIAL MANAGEMENT 1 (BBCB010)

At the end of the course the student will be able to facilitate long term financial decisions in organizations

BUSINESS RESEARCH METHODOLOGY 1 (BBCB033)

At the end of the course the student will acquire skills to locate problem areas in organizational settings, and plan, organize, design, and conduct research to help solve the identified problems

PRODUCTION AND OPERATIONS MANAGEMENT 1 (BBCB027)

Course outcomes include to introduce the students to the function of Production and Operations Management, Quality Management , Productivity Management in a Manufacturing and Service setup

CREATIVE WRITING (BBON008)

At the end of the course the student will be develop the ability to use creativity while writing

INDIVIDUAL AND SOCIETY (BBON030)

Course outcome includes to sensitise the students on how social forces affect individual behaviour in everyday lives. At the end of the course the students will be able to apply sociological knowledge to analyse the role of individual and social behaviour in everyday lives and its impact on the society

NEGOTIATION SKILLS (BBCS005)

At the end of the course, the student will be developing the basic skills and techniques to be a successful negotiator

TERM VI

FINANCIAL MANAGEMENT 1 (BBCB010)

At the end of the course the student will be able to facilitate long term financial decisions in organizations

BUSINESS RESEARCH METHODOLOGY 2 (BBCB034)

At the end of the course the student will acquire skills to locate problem areas in organizational settings, and plan, organize, design, and conduct research to help solve the identified problems

SEMINARS ON CONTEMPORARY AND NON-CONTEMPORARY ISSUES 1 (BBCB051)

At the end of the subject the student will be able to analyse contemporary/non contemporary economic, political, social, cultural, science and technology issues to arrive at implications for managers

MANAGERIAL ECONOMICS 2 (BBCB019)

At the end of the subject, the student will be able to take managerial decisions considering the impact of Business Economics to examine how a firm can achieve its objectives, subject to constraints, most efficiently

CONSUMER BEHAVIOUR (BBOM001)

At the end of the course, students will develop the competency of analyzing consumer behaviour

DIGITAL MARKETING (BBOM004)

At the end of the course, students will develop the competency of marketing online, Boosting website traffic, Generating potential leads and increasing sales revenue

TALENT ACQUISITION (BBOH001)

At the end of the course the student will be able to make effective Hiring decisions

THEATRE ART (BBON027)

At the end of the course, the students will have competence in:

- Identifying the nuances in different performance styles.
- Creating a viable script
- Using voice modulation for impact
- Using body language for communication
- Directing, performing & evaluating a script

EMOTIONAL INTELLIGENCE (BBCS010)

This course will help students to understand own and others emotions and handle personal & professional situations in an emotionally intelligent way

TERM VII

LEGAL ASPECTS OF BUSINESS 1 (BBCB039)

At the end of the course, the students will have the competency to discern various legal aspects while taking business decisions and interact meaningfully with legal experts

SEMINARS ON CONTEMPORARY AND NON-CONTEMPORARY ISSUES 2 (BBCB052)

At the end of the subject the student will be able to analyse contemporary/non contemporary economic, political, social, cultural, science and technology issues to arrive at implications for managers

STRATEGIC MANAGEMENT 1 (BBCB008)

At the end of the course the student will be able analyze the structure of any industry, and indicate sustainable strategies for firms for competitive advantage.

LEARNING MANAGEMENT THROUGH EXECUTIVE INTERACTION I (BBCB055)

At the end of the subject the student will develop managerial/ organizational reality orientation

BANKING OPERATIONS (BBOF001)

At the end of the course, the students will develop competence in handling banking operations

INSURANCE (BBOF002)

At the end of the course, the students will develop competence in analysing basic concepts, theory and practices of the insurance mechanism

SALES MANAGEMENT (BBOM011)

At the end of the course, students will develop competency of applications of sales management techniques, personal selling, sales forecasting, strategic sales force management

ADVERTISING MANAGEMENT (BBOM002)

At the end of the course, students will develop competence in integrated marketing communications and promotions

FILM APPRECIATION (BBON021)

At the end of the course student will develop the ability to distinguish different genres of cinema and appreciate the works of some famous directors

INDIAN POLITICAL ENVIRONMENT (BBON029)

At the end of the course, the students will have competence in: assessing the origin, development, functioning of Indian democracy and various forces impacting the Indian Political System

TERM VIII

INTERNSHIP REPORT 2 (BBIR002)

At the end of the internship the student will be able to understand how an industry works and contribute to the industry through a project/ assignment/ regular work in organizations by arriving at actionable suggestions

INTERNSHIP SEMINAR 2 (BBIS002)

At the end of the internship the student will be able to learn from each other on how industry works in order to enhance learning from real life case studies

TERM IX

CRITICAL THINKING (BBON028)

At the end of the course, the students will have competence in successfully identifying the causes of complex personal and professional problems using logical, verifiable cause-and-effect

DIGITAL MARKETING (BBOM004)

At the end of the course, students will develop the competency of marketing online, Boosting website traffic, Generating potential leads and increasing sales revenue

INDIVIDUAL AND SOCIETY (BBON030)

To sensitise the students on how social forces affect individual behaviour in everyday lives.

At the end of the course the students will be able to apply sociological knowledge to analyse the role of individual and social behaviour in everyday lives and its impact on the society

INTERVIEW FACING SKILLS (BBCS004)

Course outcomes include ability to face entry level selection processes of organizations

INVESTMENT PLANNING (BBOF003)

At the end of the course, the student will be able to apply financial planning process and plan their personal finances

LEARNING & DEVELOPMENT (BBOH005)

At the end of the course the student will be able to use learning and development tools and techniques to create a learning environment in an organization

RETAIL MANAGEMENT (BBOM1010)

At the end of the course, students will develop competency of handling challenges, different tools relating to retail business, analyzing retail environment and opportunities for business

THEATRE ART (BBON027)

At the end of the course, the students will have competence in:

- Identifying the nuances in different performance styles.
- Creating a viable script
- Using voice modulation for impact
- Using body language for communication
- Directing, performing & evaluating a script

TERM X

BRAND MANAGEMENT (BBOM003)

At the end of the course, students will develop the competency of analyzing Brand portfolios, Branding a Product, branding strategies, and brand management

CREATIVE WRITING (BBON008)

At the end of the course the student will be develop the ability to use creativity while writing

EMPLOYEE ENGAGEMENT (BBOH012)

At the end of the course, the students will be able to develop effective employee engagement interventions for organizational effectiveness

LABOUR LAWS (BBOH006)

At the end of the course the student will be able to understand and interpret the contents of the relevant Labour Laws

MARKET RESEARCH (BBOM008)

At the end of the course students will develop the competency of formulating research design, data measurements, analysing techniques in marketing research and applying basic marketing research tools

MOCK INTERVIEWS BY EXECUTIVES (BBCS08)

Course outcomes include enabling students to obtain feedback from the industry/ employers on the extent of competence development they had, their strengths, weaknesses, etc. judged from the point of their employability in the industry

PERFORMANCE MANAGEMENT (BBOH002)

At the end of the course the student will be able to use performance management skills required to take organizational decisions relating to employee performance

TAXATION (BBOF004)

At the end of the course, the students will have an understanding of various heads of income, to compute income chargeable to tax and to calculate tax liability

TERM XI

COMPENSATION MANAGEMENT (BBOH003)

At the end of the course the student will be able to use knowledge and skills in compensation systems, to take decisions

INTERNATIONAL MARKETING (BBOM007)

At the end of the course, students will develop competency of analysing and applying International Marketing concepts and get sensitized about challenges with reference to International marketing decision

PRODUCT MANAGEMENT (BBOM009)

At the end of the course, students will develop competency of analyzing the market environment and product life cycle, Create differentiable and sustainable value propositions, marketing mix and product portfolio

SERVICES MARKETING (BBOM005)

At the end of the course, students will develop competency of examining dimensions of service quality, roles of employees in service delivery and improving service quality

STOCK MARKET OPERATIONS (BBOF005)

Students will acquire basic understanding of the products, players and functioning of the capital markets

INTERNSHIP REPORT 3 (BBIR003)

At the end of the internship the student will be able to understand how an industry works and contribute to the industry through a project/ assignment/ regular work in organizations by arriving at actionable suggestions

INTERNSHIP SEMINAR 3 (BBIS003)

At the end of the internship the student will be able to learn from each other on how industry works in order to enhance learning from real life case studies

(III) MASTER OF COMMERCE (MCom)

SEMESTER I

COST AND MANAGEMENT ACCOUNTING (COC 120)

At the end of the course, students will be able to:

1. Apply Cost Accounting concepts and techniques in the decision-making process.
2. Make decisions such as pricing, special order pricing, make-or-buy and elimination of a part of the company or replacement of equipment.
3. Understand the relevance of different types of costs in the decision-making process such as relevant costs, sunk costs or controllable costs.
4. Understand fundamental concepts in Financial, Cost & Management Accounting.
5. Develop analytical skills associated with the preparation and interpretation of Financial Statement

ADVANCED FINANCIAL MANAGEMENT (COC 121)

At the end of the course, students will be able to:

1. Gain expert knowledge of principles and concepts used in finance
2. Find out the best course of action among several financial options
3. Gain the understanding to apply financial concepts and principles in overall management of an enterprise
4. Learn to manage short-term resources of a business firm
5. Have an idea as to how financial management decisions are taken in the public sector undertakings
6. Gain understanding of the concept of Earnings management

BUSINESS STATISTICS AND RESEARCH METHODOLOGY (COC 122)

At the end of the course, students will be able to:

1. Recall various fundamental concepts of statistics
2. Define approaches and theorems of probability

3. Explain the importance and applications of probability theory
4. Identify whether the data is psychometric or econometric and apply appropriate data analysis tools
5. Identify whether the data is parametric or non - parametric and apply appropriate testing procedures
6. Carry out relationship analysis, followed with predictive analysis using regression as well as time series
7. Select the appropriate data analysis tools for different situations
8. Prepare the results of data analysis in the appropriate format for easy understanding and effective communication.
9. Successfully carryout Content Analysis
10. Identify and collect relevant data and use appropriate tool for analysing the data
11. Ensure intellectual honesty and ethics while preparing research report

BUSINESS ENVIRONMENT AND INTERNATIONAL BUSINESS (COC 123)

At the end of the course, students will be able to:

1. Scan the environment and its effects on business.
2. Enable to analysis economic system and the policies.
3. Equip with provisions of the Government with respect to the business
4. Cope up with the international practices in the business.

SEMESTER II

ADVANCED CORPORATE ACCOUNTING (COC 220)

On completion of the course, students will be able to:

1. Recall Generally Accepted Accounting principles and Indian Accounting Standards.
2. Outline financial Statements and their nature
3. Summarize the meaning of amalgamation, liquidation and reconstruction
4. Make use of Tally ERP 9 software to create and configure the new company and manage accounts

5. Classify between the different methods of purchase consideration during amalgamation of company
6. Evaluate taxation, bonus and dividend to shareholders, managerial remuneration for better decision making
7. Construct financial statements on the basis of accounting information as per ICAI.

HUMAN RESOURCE MANAGEMENT (COC 221)

On completion of the course, students will be able to:

1. Understand how an organization acquires, rewards, motivates, uses, and generally manages its people effectively.
2. Explain the process of human resource planning.
3. Illustrate on Advantages and Disadvantages of internal v/s external recruitment
4. Build a dedicated team of employees through Career Planning, Succession planning, counselling, coaching, mentoring and HR audit.
5. Motivate the employees by applying the theories of the motivation
6. Determine various practices and techniques for evaluating performance, coaching and mentoring people.
7. Determine the wide range of other HR related duties of a manager in today's increasingly complex workplace.
8. Improve the performance through training and development.
9. Maximise the benefits from training and development by selecting the right training methods and techniques.

MARKETING MANAGEMENT (COO 222)

On completion of the course, students will be able to:

1. Understand the significance of Marketing Mix
2. Perform market segmentation, targeting and positioning based on consumer profiling
3. Assess the recent developments in marketing area

BANKING AND FINANCIAL INSTITUTIONS (COC 223)

On completion of the course, students will be able to:

1. Understand the role of Banking in the Economy
2. Understand the Risk management of the Banking Sector and gain in-depth knowledge of banking services
3. Understand the Economic Role of Financial Intermediaries and will gain knowledge of other Non-Financial Institutions

SEMESTER III

SPECIALISATION: ACCOUNTING AND FINANCE

CAPITAL MARKETS AND STOCK EXCHANGE OPERATIONS (COO 334)

At the end of the course, students will be able to:

1. Understand the theoretical background of the Indian Capital markets
2. Learn the trading and settlement system in Indian stock exchanges
3. Discuss about the Indian stock market indices and learn to calculate the same
4. Explore the risk management and surveillance system in Indian stock exchanges

COST MANAGEMENT AND CONTROL (COO 336)

At the end of the course, students will be able to:

1. Understand the basics of Cost Management and elements of costs
2. Understand various techniques to be used to control the costs
3. Understand and apply cost tools for taking managerial decision
4. Understand and solve transportation and assignment problems

BASIC FINANCIAL ECONOMETRICS (COO 338)

At the end of the course, students will be able to:

1. Apply methodology of regression analysis in developing models for data in social sciences.
2. Perform diagnostic tests on regression models and improvise their models.
3. Develop basic time series models for forecasting using ARIMA structure.
4. Apply event study methodology on time series data for research and analytical purposes.
5. Develop models with time series data for volatility forecasting.
6. Demonstrate ability to apply factor models for estimation of expected returns.

DIRECT TAXES (COO 339)

At the end of the course, students will be able to:

1. Assess tax and compute the income tax liability
2. Summarize procedures that are required in planning the individual tax assessment.
3. Compute of income from salaries, house property, business income, capital gains and income from other sources.
4. Plan the income tax taking into consideration various tax saving options.
5. Examine the consequences of tax evasion and tax avoidance.
6. Assess profits and gains of business or operation.
7. Assess income from other sources.
8. Choose the right investment options to gain the maximum benefits/deductions in tax liability
9. Elaborate on short term and long-term capital gains.

SPECIALISATION: BUSINESS MANAGEMENT

ADVERTISING AND SALES MANAGEMENT (COO 340)

On completion of the course, students will be able to:

1. Understand the concept of Advertising and Media Planning.
2. Discuss Creativity in Advertising, Copy Writing and Advertising Campaigns.
3. Develop skills and understanding of Sales Management, Management of Sales Force, Sales Budgeting, Sales Control and Sales Personnel Performance

CONSUMER BEHAVIOUR AND MARKETING RESEARCH (COO 341)

On completion of the course, students will be able to:

1. Understand the role and importance of carrying out successful marketing research for assessing various facets of consumer behaviour.
2. Understand, identify and also to apply appropriate qualitative and quantitative marketing research techniques depending on the research problems
3. Understand and interpret results of marketing research problems w.r.t who the customers are, what factors influences the customers, how technology influences customer behaviour and also the level of customer satisfaction

BASIC ECONOMETRICS (COO 345)

On completion of the course, students will be able to:

1. Apply methodology of regression analysis in developing models for data in social sciences. Perform diagnostic tests on regression models and improvise their models
2. Demonstrate application of dummy variables for varied purposes in the context of cross-section data
3. Develop basic time series models for forecasting using ARIMA structure
4. Apply event study methodology on time series data for research and analytical purposes

ENTREPRENEURSHIP MANAGEMENT (COO 347)

On completion of the course, students will be able to:

1. To understand the relationship between entrepreneur, entrepreneurship, and enterprise; and also, the inter-linkages between entrepreneur, venture capital and economic development
2. To gain the required knowledge about how to start a new venture and, introducing new product and service ideas
3. To know the various sources of finance and selection of the best source/sources depending on the enterprise and market characteristics
4. To understand the concepts of Venture Capital, Angel Investing and Bootstrapping

5. To seek ability to assess the risk and returns associated with entrepreneurship
6. To realize the importance of Market testing and Product testing before commercialization
7. To impart knowledge on various schemes, subsidies of the government and aiding organizations
8. To enable learners, prepare a business plan and identify the appropriate financing agencies

SEMESTER IV

SPECIALISATION: ACCOUNTING AND FINANCE

SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT (COO 430)

At the end of the course, students will be able to:

1. Perform Return and Risk analysis of Companies
2. Analyse the Equity and Debt of companies
3. Analyse and Select a Portfolio
4. Evaluate Portfolio Performance and Revise the Portfolios

TREASURY AND FOREIGN EXCHANGE MANAGEMENT (COO 431)

At the end of the course, students will be able to:

1. To have a contextual appreciation of the changes taking place in the global financial market, the issues facing the corporate financial manager, the development of academic theory and of practice in explaining and managing the financial risk which these changes bring.
2. Understand and conquer the complexities of FX and treasury management
3. Be able to solve integrated and practical treasury problem and identify and evaluate exchange rate risks facing domestic and multinational companies.

COMMODITY DERIVATIVES (COO 433)

At the end of the course, students will be able to:

1. Understand the derivatives trading in commodities and its risk management
2. Understand the mechanism of commodity derivative trading

VENTURE CAPITAL AND PRIVATE EQUITY (COO 435)

At the end of the course, students will be able to:

1. Understand the concept of and ways of obtaining venture capital.
2. Make calculated decision by strictly following legal formalities.
3. Value the potential business ideas and prepare a successful business plan.
4. Understand different strategies followed during the business life cycles.
5. Decide about all the possible exit strategies for smooth transition.

SPECIALISATION: BUSINESS MANAGEMENT

INDUSTRIAL AND RURAL MARKETING (COO 442)

On completion of the course, students will be able to:

1. Discuss various aspects of Industrial Marketing.
2. Discuss about Industrial Marketing Channel Management, Pricing, and Sales Promotion
3. Discuss various aspects of Rural Marketing.
4. Develop Rural Marketing Strategies.

INTERNATIONAL MARKETING (COO 443)

On completion of the course, students will be able to:

1. Evaluate the International marketing environment
2. Understand and learn new product development ideas, product marketing strategies and branding issues
3. Realize pricing decisions, strategies and communication decisions in international marketing
4. Develop skills for international marketing research and negotiating with customers

INTERNATIONAL TRADE AND ENVIRONMENT (COO 446)

On completion of the course, students will be able to:

1. Recall the different trade theories. List the international economic institutions in the world and economic integrations. Define the concept of International Trade, Balance of Payment, Foreign Exchange Market, Foreign investment, Multilateralism and Regionalism.
2. Understand the changing patterns in exchange rate, trade policies, international trade and relation between economies.
3. Examine the need of foreign exchange risk management.
4. Experiment with the data on BOP of India, Identify the reasons for fluctuations in foreign exchange market, trends in foreign investment, multilateral and bilateral trade flows of India.
5. Discover the determinants of forex rates.
6. Categorize trade barriers.
7. Compare BOP of India pre and post liberalisation, foreign investment inflows and outflows, Analyse the impact Multilateralism and regionalism.
8. Analyse different approaches to Balance of Payment (BOP) adjustment.
9. Explain risk management in insurance Sector-Risk assessment, analysis, evaluation, risk control and treatment for risk reduction.
10. Assess Free trade vs Protection. Evaluate the need for foreign exchange control. Assess the gains from international trade, types and causes of BOP disequilibrium, types of foreign exchange transactions, impact of foreign investment on capital market and exchange rate, objectives and principle of WTO
11. Build a model to study the trends in India's foreign trade, foreign investment, bilateral and multilateral trade agreements.

ORGANISATIONAL BEHAVIOUR (COO 449)

On completion of the course, students will be able to:

1. Recall various fundamental concepts in Organizational behaviour based on which individual behaviour is studied. List different models of men.

2. Discuss how human behaviour affects work place dynamics. Explain how organizational change and culture affect working relationships within organizations. Describe dimensions of Individual behaviour in an organizational setting.
3. Identify different motivational theories and evaluate motivational strategies used by organisations across world.
4. Illustrate the importance of group dynamics and its impact on individual behaviour.
5. Analyse individual and group behaviour, and understand the implications of organizational behaviour on the process of management.
6. Compare the different types of counselling and analyse its need.
7. Evaluate the appropriateness of various leadership styles and conflict management strategies used in organizations.
8. Build a model to study the impact of change management on individual behaviour and how transformational leadership is building support for change.

(IV) INTEGRATED MASTER OF COMMERCE (IMCom)

SEMESTER I

BUSINESS LAWS (COI 102)

At the end of the course, students will be able to:

1. Interpret significant provisions of various business legislations.
2. Show knowledge of their applications in business transactions

MANAGERIAL ECONOMICS (COI 104)

1. By learning the contents of this course, students will be able to analyse demand and supply conditions quantitatively
2. Design competitive strategies by considering costing, pricing and market environment according to nature of product and structure of markets
3. Perform cost analysis for a given product situation, and demonstrate application of game theory in a given business situation

FINANCIAL ACCOUNTING (COI 106)

At the end of the course, students will be able to:

1. Prepare financial statements of limited companies, Non-Profit Organisations, Sole Proprietors and Partnership Firms as per applicable statutes and accounting standards.
2. Perform accounting computations and valuations with respect to special transactions including depreciation, Inventory and Bills of exchange.
3. Demonstrate ability to perform accounting for Consignments, Royalty, and Sale on Approval basis.

COST AND MANAGEMENT ACCOUNTING (COI 107)

At the end of the course, students will be able to:

1. Identify elements of costs and ascertain materials, labour and overhead costs.
2. Apply various techniques of costing and management accounting for managerial decision making and performance measurement

FINANCIAL MANAGEMENT (COI 108)

At the end of the course, students will be able to:

1. Identify and evaluate sources of finance for given business needs.
2. Perform evaluation of investment projects using capital budgeting techniques.
3. Show comprehensive understanding of working capital and dividend policies

SEMESTER II

COMPANY LAW (COI 202)

At the end of the course, students will be able to:

1. Demonstrate comprehensive knowledge and understanding of regulatory aspects of formation of a company, its management.
2. Understand procedural and legal aspects of issue of securities, payment of dividend and inspection

ACCOUNTING (COI 206)

At the end of the course, students will be able to:

1. Understand the framework for preparation and presentation of financial statements.
2. Apply specific accounting standards and legislations to different transactions and events
3. Prepare financial statements of various business entities by following accounting standards and general accounting principles

INDIAN FINANCIAL AND FISCAL SYSTEM (COI 207)

At the end of the course, students will be able to:

1. Explain the structure of Indian financial system in general and Indian banking system in particular.
2. Describe the mechanics of money market in India and understand the application of monetary policy instruments.
3. Explain the structure of public revenue, public expenditure and public debt of India and Goa in particular.
4. Critically discuss and debate range of fiscal and budgetary policy issues

INCOME TAX (COI 208)

At the end of the course, students will be able to:

1. Compute income tax under various heads of income and also prepare tax returns.
2. Compute total income and determine tax liability of individuals
3. Demonstrate ability to prepare income tax returns for individuals

MANAGERIAL ACCOUNTING (COI 209)

At the end of the course, students will be able to:

1. Identify appropriate solution for conflicting choices.
2. Measure customer profitability.
3. Apply principles of lean accounting in inventory, costs and quality analysis

SEMESTER III

ADVANCED ACCOUNTING (COI 301)

At the end of the course, students will be able to:

1. Perform accounting of special transactions using relevant accounting standards.
2. Record accounting entries for buy-back of shares, liquidation and underwriting transactions.

3. Understand financial reports of banking, NBFC, mutual funds and insurance companies.
4. Prepare consolidated financial statements.
5. Determine value of goodwill using various methods

AUDITING AND ASSURANCE (COI 302)

At the end of the course, students will be able to:

1. Understand the foundations of auditing and assurance services with reference to standards and terms of engagement.
2. Identify audit risks and describe procedures undertaken at planning stage to meet audit objective.
3. Explain the procedure for audit of various items in financial statements.
4. Explain the requirements of an audit report.
5. Explain the special features of audit of different types of entities

CORPORATE GOVERNANCE AND ETHICS (COI 303)

At the end of the course, students will be able to:

1. Explain theoretical framework of business ethics and corporate governance.
2. Understand the role of board of directors in corporate governance.
3. Apply regulatory requirements to develop appropriate board and committee functions and structures for good corporate governance

STRATEGIC MANAGEMENT (COI 306)

At the end of the course, students will be able to:

1. Know, understand and apply strategic management process to analyse and improve organizational performance.
2. Perform SWOT analysis for an organization.
3. Formulate realistic strategies and develop implementation plans to execute those strategies

INFORMATION SYSTEMS AUDIT (COI 307)

At the end of the course, students will be able to:

1. Critically evaluate the technology support system for business processes.
2. Identify specific risks and control measures for various business processes

SEMESTER IV

ADVANCED AUDITING (COI 401)

At the end of the course, students will be able to:

1. Evaluate financial statements and control processes to establish true and fair view of business transactions.
2. Explain the difference between audit report and certificate.
3. Exhibit sense of professional ethics.
4. Understand and be prepared for process of peer review.
5. Describe the legal liabilities of related to audit service

BUSINESS COMMUNICATION AND LEGAL PROCEDURES (COI 402)

At the end of the course, students will be able to:

1. Draft various business correspondences including agreements, deeds, guarantees, and other legal documents.
2. Demonstrate comprehensive knowledge of legal procedures in handling regulatory procedures.

BUSINESS RESEARCH METHODS (COI 403)

At the end of the course, students will be able to:

1. Understand the principles and conduct of literature review.
2. Design sample for a study and instruments for data collection.
3. Perform data analysis using parametric and non-parametric tests.
4. Will know how to prepare a research report.

CORPORATE RESTRUCTURING AND VALUATION (COI 405)

At the end of the course, students will be able to:

1. Understand the need for corporate restructuring.
2. Develop comprehensive knowledge of regulatory provisions with respect to different types of corporate restructuring.
3. Perform business valuation using appropriate method

ANALYSIS OF FINANCIAL STATEMENTS (COI 406)

At the end of the course, students will be able to:

1. Prepare common size statement, comparative income statements from set of financial statements of given firm.
2. Perform trend analysis on historical accounting data of a firm.
3. Compute various ratios and interpret them for decision making purpose.
4. Compute EVA with a given firm data.
5. Prepare cash flow statement by applying relevant accounting standard of ICAI.

SEMESTER V

ADVANCED TAX LAWS (COI 501)

At the end of the course, students will be able to:

1. Understand the special provisions under Income Tax Act for companies and other entities including LLPs, firms, Trusts, BOIs.
2. Identify provisions under income tax laws that would be beneficial for tax planning by corporate firms under different circumstances.
3. Show knowledge of principles of international taxation and transfer pricing

ADVANCED COMPANY LAW (COI 502)

At the end of the course, students will be able to:

1. Show understanding of company law provisions with reference to managerial personnel.
2. Exhibit knowledge of company law provisions for winding up, amalgamations, producer companies, LLPs, banking and insurance companies.
3. Complete the filings of annual returns using XBRL

ADVANCED FINANCIAL MANAGEMENT (COI 503)

At the end of the course, students will be able to:

1. Understand the theoretical framework of financial policy and corporate strategy.
2. Perform computations for evaluation of international capital budgeting decisions.
3. Show knowledge of international financial markets.
4. Prepare proposals for availing finance by SMEs and start-up firms

FINANCIAL REPORTING (COI 504)

At the end of the course, students will be able to:

1. Prepare financial statements and record accounting entries based on Ind AS.
2. Apply Ind AS in specific circumstances such as consolidated financial statements,
3. Business combinations, Accounting for share based payments, etc.

SEMESTER VI

ADVANCED MANAGEMENT ACCOUNTING (COI 601)

At the end of the course, students will be able to:

1. Show knowledge of concepts in strategic cost management.
2. Apply cost management techniques for decision making in specific business sectors.
3. Apply advanced management techniques in evaluating business performance

FINANCIAL SERVICES AND CAPITAL MARKETS (COI 602)

At the end of the course, students will be able to:

1. Understand the working of primary and secondary securities markets.
2. Explain the process and procedures of various financial services such as leasing, hire purchase, factoring and credit rating

INDIRECT TAXES (COI 603)

At the end of the course, students will be able to:

1. Show expert knowledge in application of GST law and procedures.
2. Exhibit awareness of procedures under customs law.
3. Identify specific provisions and facilities under foreign trade policy

TREASURY AND FOREX MANAGEMENT (COI 604)

At the end of the course, students will be able to:

1. Describe the system of treasury management in firms.
2. Show practical applications of techniques of cash and liquidity management.
3. Provide practical strategies for hedging, speculation and arbitrage in forex markets.
4. Determine exposures of a firm in forex markets and provide practical solutions to deal with exposure.

SEMESTER VII

BANKING LAWS AND PRACTICES (COI 701)

At the end of the course, students will be able to:

1. Show advanced knowledge of regulatory framework for banks in India.
2. Perform financial analysis of banks using various techniques.
3. Understand the bank-customer relations within the framework of existing regulations

SECURITY AND PORTFOLIO MANAGEMENT (COI 702)

At the end of the course, students will be able to:

1. Compute various measures of risk and returns for financial securities.
2. Perform valuations for fixed income and equity securities.
3. Show practical applications of techniques of fundamental and technical analysis.
4. Determine optimal portfolios using methods of modern portfolio theory.
5. Evaluate portfolios using various methods

VENTURE CAPITAL AND PRIVATE EQUITY (COI 703)

At the end of the course, students will be able to:

1. Show understanding of nature and structure of business of private equity.
2. Perform valuations required for private equity investment decisions.
3. Show expert knowledge in due diligence procedures for PE investment decisions.
4. Identify appropriate exit strategies for given PE investment

FINANCIAL RISK MANAGEMENT (COI 704)

At the end of the course, students will be able to:

1. Explain various risks in business and governance mechanism for management of such risks.
2. Apply modern techniques in quantifying various types of risks.
3. Identify appropriate solutions for management of various types of risks.

BUSINESS ANALYTICS (COI 705)

At the end of the course, students will be able to:

1. Explain various concepts in business analytics.
2. Perform predictive analytics on business data across various domains for the purpose of forecasting.
3. Show application of techniques of marketing analytics to understand market performance and identify prospects.
4. Perform operational analytics for the purpose of management of logistics and costs

INTERNAL AUDIT (COI 706)

At the end of the course, students will be able to:

1. Explain the structure of internal audit function.
2. Design internal audit plans for firms with reference to COSO framework and upon identification of risks.
3. Apply tools and techniques of internal audit.
4. Write an internal audit report

SEMESTER VIII

ENVIRONMENTAL MANAGEMENT AND ACCOUNTING (COI 801)

At the end of the course, students will be able to:

1. Relate environmental issues and organizational actions.
2. Develop a detailed understanding of environmental accounting and carbon markets.

DERIVATIVES MARKET (COI 802)

At the end of the course, students will be able to:

1. Explain the evolution and role of derivatives market.

2. Understand the mechanism forward, futures and options market and show applications of these products in management of risk and making profits.
3. Show applications of strategies in currency and commodity derivatives markets in management of risks and short-term gains.

INTERNATIONAL BUSINESS (COI 803)

At the end of the course, students will be able to:

1. Identify appropriate strategy for entry in international business.
2. Discuss and debate issue in FDI and foreign trade policy in India.
3. Explain various forms of strategic alliances in international business.
4. Show familiarity with procedures in international business.
5. Explain the role of WTO and various international trade blocs and associations in international business.

INSURANCE AND RISK MANAGEMENT (COI 804)

At the end of the course, students will be able to:

1. Show comprehensive knowledge of insurance business.
2. Perform necessary computation for pricing insurance products.
3. Understand the principles of risk management in insurance and perform quantitative evaluations for risk measurement and management.

ECONOMETRICS OF FINANCE (COI 805)

At the end of the course, students will be able to:

1. Explain the process of econometric modelling.
2. Perform analysis of time series data using advanced time series econometric methods.
3. Perform analysis of panel data using advanced panel data econometric methods

INTELLECTUAL PROPERTY RIGHTS (COI 806)

At the end of the course, students will be able to:

1. Gain a holistic understanding on IPR.
2. Exhibit expert knowledge of the regulatory procedures in registration and management of intangibles

(V) MASTERS OF TOURISM AND TRAVEL MANAGEMENT

SEMESTER I

PRINCIPLES OF MANAGEMENT (TTC 101)

After completing this course students will be able to:

1. Define Management and its concepts.
2. Explain the need for management in a global context and demonstrate the roles and skills of managers through role play.
3. Apply management principles and tasks by using case studies in global scenarios
4. Distinguish between leadership styles and motivational theories to be used by different organizations.
5. Evaluate approaches to addressing issues of leadership and ethics
6. Test management concepts and principles in allocated Travel organizations

PRINCIPLES AND POLICIES OF TOURISM (TTC 102)

After completing this course students will be able to:

1. Define the scope of tourism
2. List the various models of tourism system
3. Explain the impact of tourism development and growth in a tourist area
4. Interpret the trends of domestic and international tourism
5. Classify the types of tourism demand
6. Explain the factors that motivate tourist to travel.
7. Identify how lifestyle factors influence a decision to travel
8. Explain the importance and influence tourism organization on the tourist system
9. Summarize the role of planning layers in formulation of tourism policies
10. Compare the international, national and state level tourism policies
11. Develop a tourism policy based on superstructure and base structure relationships

BUSINESS STATISTICS (TTC 103)

At the end of the course, students will be able to:

1. Identify the basic statistical procedures and techniques.
2. Identify the outcome of a statistical application.
3. Describe the output derived from a statistical method.

GEOGRAPHY FOR TOURISM MANAGEMENT (TTC 104)

After completing this course students will be able to:

1. Locate major national and international destinations on a world map.
2. Explain the role of human, physical and environmental Geography in Tourism
3. Make use of Time Zones to calculate Time differences between countries.
4. Analyse the impact of weather and climate on tourist destinations and tourist movement.
5. Compare major international and national tourism destinations.
6. Discuss the characteristics of India's Major tourism markets and create a database of the flags, currencies, time zones and major tourism destinations

MANAGERIAL COMMUNICATION (TTC 105)

At the end of the course, students will be able to:

1. Proficiency in written and oral outcome.
2. Develop listening skills.
3. Presentation skills

HUMAN RESOURCE MANAGEMENT IN TOURISM (TTC 106)

After completing this course students will be able to:

1. Define the role of human resource management in tourism.
2. Identify the functions of human resource management department
3. Design a human resource plan for a mid to large size tourism organisation

4. Determine the human resource budget for a large size tourism organisation
5. Compare the steps utilized in recruitment and selection process
6. Demonstrate interview techniques through a role play
7. List the type of compensation and benefits provided by travel and tourism organisations
8. Distinguish between the classroom and off-classroom training techniques
9. Determine the importance of performance management for a HR department
10. Evaluate the performance appraisal systems of select tourism organisations
11. Compare the ethical and legal issues faced by human resources in the tourism industry

TOURISM ECONOMICS (TTC 107)

At the end of the course, students will be able to:

1. Understand the drivers of demand and supplies of tourism and their interplay
2. Understand tourism industry micro structure
3. Understand economic costs

SEMESTER II

BUSINESS RESEARCH METHODS (TTC 208)

At the end of the course, students will be able to:

1. Understand the tools and techniques of business research.
2. Identify research problems and pose research questions

ETHICAL, LEGAL AND REGULATORY ASPECTS OF TOURISM (TTC 209)

After completing this course students will be able to:

1. Identify cases that lead to unethical business practices in tourism.
2. Identify the importance ethics for business units.

3. Discuss the global code of ethics in tourism.
4. List and describe the ethical issues faced professionals in the tourism industry.
5. Analyse the laws associated with protection of environment.
6. Discuss the acts related to aviation and their impact on the aviation industry.
7. Explain the importance of AMASAR 1951 and AATA 1972 in preservation of ancient art, antiques, monuments, and architecture.
8. Define the role of international conventions in the regulation of aviation, travel and tourism.
9. List the types of passports
10. Discuss the role of Passport Act in India.
11. Identify why travel insurance is important for a traveller arriving at a destination

TOURISM MARKETING (TTC 210)

After completing this course students will be able to:

1. Define key concepts and principles of marketing as applied to destinations and the tourism experience.
2. Relate the Ps of the Marketing Mix to the tourism industry.
3. Identify the strategies implemented by tourism sector to identify and retain customers.
4. Examine and assess the effectiveness of marketing strategies applied to tourism
5. Prioritize marketing strategies to meet tourist demands and destination demands.
6. Devise a marketing plan for major international tourism destinations.

ACCOUNTING FOR MANAGERIAL DECISIONS (TTC 211)

At the end of the course, students will be able to:

1. Understand books of accounts.
2. Read the books of accounts

QUALITY MANAGEMENT IN TOURISM (TTC 212)

At the end of the course, students will be able to:

1. Define the concept of quality in tourism management studies.
2. Describe the quality management process.
3. Assess quality levels of services and products

ENTREPRENEURSHIP MANAGEMENT IN TOURISM (TTC 213)

After completing this course students will be able to:

1. Outline and theories of entrepreneurial activities and processes
2. Discuss personal, sociological and environmental antecedents to the entrepreneurial process.
3. Apply entrepreneurial processes to travel businesses
4. Analyze the role of opportunity recognition, innovation and creativity for entrepreneurs in the tourism scenario.
5. Debate on the differences between entrepreneurs and intrapreneurs.
6. Create a business plan for a new venture.

SUSTAINABLE TOURISM (TTC 214)

After completing this course students will be able to:

1. Define the nature and scope of sustainable tourism
2. List the dimensions of sustainable tourism and their role in tourism industry
3. Identify the role of key actors in the tourism industry.
4. Explain how a geographic milieu of a destination influences the sustainable tourism practices
5. Develop a sustainable tourism plan for the tourism sectors in a select destination.
6. Compare the concepts of sustainable tourism and ecotourism.
Identify the sustainable trends within travel, tourism and hospitality-based companies.
7. Explain the certifications and regulations associated with achievement of sustainable tourism goals
8. Explain how responsible tourism can contribute in preservation of a destination.
9. Design a sustainable tourism policy for a select destination based on the Sustainable Development Goals 2030
10. Apply sustainable principles to the different sectors of tourism

INDUSTRY INTERNSHIP (TTC 215)

At the end of the course, students will be able to:

1. Understand the working of a firm and industry.
2. Understand the application of theory to practice.
3. Take decisions

SEMESTER III AND SEMESTER IV

TRAVEL CONSULTANCY AND TOUR OPERATIONS (TTC 316)

After completing this course students will be able to:

1. List types of travel agencies.
2. List the components of a travel itinerary.
3. Identify the essential elements of a tour package.
4. Classify the travel destinations based on tourist typology.
5. Explain the functioning of a travel agency.
6. Relate the preference of travel products with world events.
7. Outline the essential elements of a destination profile.
8. Compare the travel brochures based in selected themes.
9. Compare the associations of travel and tourism industry.
Identify the benefits of association for the travel and tourism industry

EVENT PLANNING AND MANAGEMENT (TTC 417)

At the end of the course, students will be able to:

1. Understand the event management process, the event life cycle and the planning and production processes.
2. Discuss best practices in event planning and production.
3. Apply Event Concepts to Tourism Events.
4. Categorize events based on size and type.
5. Compare and differentiate between cultural, regional and MICE events.
6. Design the Department Event

AVIATION PROJECT MANAGEMENT (TTO 018)

At the end of the course, students will be able to:

1. Describe the four stages of a project
2. List the key tools uses in a typical Aviation project
3. Explain the function of a Gantt chart
4. Identify the five main elements of a PERT diagram and what their purpose is
5. Illustrate how a Critical Path is developed
6. Discuss the impact of failing to plan a project

AIRPORT OPERATIONS MANAGEMENT (TTO 019)

At the end of the course, students will be able to:

1. Describe the four stages of a project
2. List the key tools uses in a typical Aviation project
3. Explain the function of a Gantt chart
4. Identify the five main elements of a PERT diagram and what their purpose is
5. Illustrate how a Critical Path is developed
6. Discuss the impact of failing to plan a project

AIR FARES AND TICKETING (TTO 020)

At the end of the course, students will be able to:

1. Define how Air Conventions and Regulatory Bodies effect the air travel industry.
2. Identify the ticketing concepts associated with a passenger air ticket.
3. List the airport and city codes associated with countries.
4. Describe journey types and pricing unit.
5. Apply time calculation steps to find the local time of a country
6. Assess the flying time using the arrival and departure time.
7. Explain the anatomy of a journey.
8. Explain how traffic conference can influence the selection of global indicators.
9. Interpret the rules of a fare component using governing fare rules and SC100 and SC101

10. Compare the difference between Computer Reservation System and Global Distribution Systems.
11. Identify the parts of an electronic ticket and determine the status of the flight coupon.
12. Compare the differences between normal and special fares calculation process.
13. Read the normal and special fare rules
14. Construct normal and special air fares using fare tables and other reference material

AIR CARGO MANAGEMENT AND LOGISTICS (TTO 021)

At the end of the course, students will be able to:

1. Trace the growth and development air freight industry.
2. Identify the conventions associated with the air freight industry.
3. Explain the role of international bodies in regulation of Air Cargo.
4. List the process involved in air cargo management.
5. List the duties of an air cargo agent.
6. Apply the stages of air cargo management from receipt of goods till the delivery of consignment.
7. Explain the contents of an air way bill.
8. Interpret the rate and tariff structure for air cargo related services.
9. Calculate the tariff using the appropriate reference materials.
10. Quote the rates for transfer to air cargo from origin to the destination.

AIRLINE REVENUE MANAGEMENT (TTO 022)

At the end of the course, students will be able to:

1. Relate demand drivers to demands in airline industry.
2. Understand price-demand relationship.
3. Identify optimal prices and revenues for services.
4. Understand revenue management practices

TOURISM MANAGEMENT AND INFORMATION SYSTEMS (TTO 023)

At the end of the course, students will be able to:

1. Understand the utility of MIS in tourism
2. Identify the software used in airline and travel industry

RESORT MANAGEMENT (TTO 024)

At the end of the course, students will be able to:

1. Describe different types of resorts.
2. Understand the challenges and opportunities in resort management

HISTORY AND HERITAGE OF GOA (TTO 025)

At the end of the course, students will be able to:

1. Understand the influence of history and culture on present day Goa.
2. Identify the dynasties that ruled Goa and their cultural legacies.
3. Understand the tangible and intangible heritage of Goa

ADVENTURE AND SPORTS TOURISM (TTO 026)

At the end of the course, students will be able to:

1. Identify the adventure and sport tourism products.
2. Explain the Socio-environmental impacts of adventure tourism.
3. Discover new forms of adventure tourism and regions famous for adventure tourism
4. List the essential tools and equipment required to start adventure tourism business.
5. Select tools and Equipment used in adventure tourism
6. Recommend Marketing and promotional strategies related to adventure tourism
7. Organize adventure tours for tourists in Goa.
8. Choose an appropriate adventure tourism destination as per the tourist profile.
9. Develop the marketing and promotional activity to launch an adventure tourism product. Discuss the role of adventure tourism organisations in promotion of tourism.
10. Analyse the impacts of adventure tourism on the triple bottom line.

HOME STAY MANAGEMENT (TTO 027)

At the end of the course, students will be able to:

1. Develop heritage homes under the home stay model
2. Understand the functioning of home stay

FITNESS AND NUTRITION AS A TOURISM PRODUCT (TTO 029)

At the end of the course, students will be able to:

1. Understand the importance of fitness and nutrition tourism.
2. Promote fitness and nutrition as a tourism product.

WELLNESS TOURISM AND SPA MANAGEMENT (TTO 030)

At the end of the course, students will be able to:

1. Describe the wellness tourism products.
2. Understand the entrepreneurship opportunities through wellness destinations.
3. Develop and promote a spa and wellness tourism destination

INTERNATIONAL TOURISM MANAGEMENT (TTO 031)

After completing this course students will be able to:

1. Identify the factors that influences people to travel globally.
2. Discuss the emerging patterns and trends in light of world events and economic growth.
3. Interpret the contributions of international tourism bodies on international travel.
4. Analyze the Regional Distribution of International Tourism trends in Europe, Americas. Asia-Pacific, Africa and Middle East.
5. Assess the role and contributions of Major Tourism organizations in tourism development and promotion.
6. Create international travel campaigns for countries with lower tourist arrivals.

TRAVEL MEDIA AND JOURNALISM (TTO 032)

At the end of the course, students will be able to:

1. Understand the media used in travel writing.
2. Find the sources of information for travel writing.
3. Capture appropriate images for written content

TOURISM PRODUCTS OF INDIA (TTO 033)

At the end of the course, students will be able to:

1. Describe the tourism products of India.
2. Name both cultural and natural tourism products of India.

FINANCIAL MANAGEMENT IN TOURISM (TTO 034)

At the end of the course, students will be able to:

1. Determine the financial health of an organisation
2. Understand investment decision process
3. Understand the working capital management process

FOREIGN LANGUAGE – FRENCH PAPER I (TTO 035)

At the end of the course, students will be able to:

1. Introduce self
2. Introduce third person
3. Describe the weather

FOREIGN LANGUAGE – FRENCH PAPER 2 (TTO 036)

At the end of the course, students will be able to:

1. Describe their family members

2. Communicate at a railway station
3. Communicate at a restaurant

FOREIGN LANGUAGE – PORTUGUESE PAPER I

After completing this course students will be able to:

1. Read information using material of appropriate complexity and length.
2. Actively listen for information.
3. Introduce self and others

FOREIGN LANGUAGE – PORTUGUESE PAPER II

After completing this course students will be able to:

1. Listen for information
2. Write in the Portuguese language
3. Converse during a check-in process

(VI) POST GRADUATE DIPLOMA IN MANAGEMENT (EVENT MANAGEMENT)

SEMESTER I

EVENT PLANNING AND LOGISTICS (PDCE001)

The course will enable the students to organize events from conception, designing, planning, and budgeting to execution

INFORMATION TECHNOLOGY IN EVENT MANAGEMENT (PDCE002)

The course will enable the students to use various computer applications/software common in the event and media industry

MICE (MEETINGS, INCENTIVES, CONVENTIONS AND EVENTS/ EXHIBITIONS)

The course will enable the students to organize Meetings, Incentives, Conventions and Events/Exhibitions in a professional way

WEDDINGS AND SPECIAL EVENTS (PDCE004)

The course will enable the students to plan and execute weddings and special events

SEMESTER II

INTEGRATED MARKETING COMMUNICATIONS (PDOE001)

Course objective includes enabling participants with knowledge; skills and attitudes to undertake work related to Integrated Marketing Communications in an Organisation

PRODUCT AND BRAND MANAGEMENT (PDOE002)

This course will enable participants of the course to make management decisions related to the Product and also to the Brand

FINANCIAL MANAGEMENT (PDOE003)

At the end of the course, the students will have developed competence in analysing financial information to facilitate long term and short-term financial decisions

HUMAN RESOURCE MANAGEMENT (PDOE004)

At the end of the course, the student will have a competence in understanding the HR practices of a firm and an ability to take Human Resource Management (HRM) decisions, considering the implications of the HRM function on other functions and vice-versa

COMMUNICATION SKILLS (PDOE005)

At the end of the course the student will be able to communicate effectively with confidence both orally and written so that student is able to:

1. Facilitate interpersonal Communication,
2. Present effectively;
3. Effectively participate and lead group discussions and tasks in writing
4. effectively.
5. Negotiate in various situations.
6. Be a good public speaker
7. To write effectively formal and informal communication

MARKETING MANAGEMENT (PDOE006)

At the end of the course, the students would have competence in understanding and using Marketing Frameworks, Theories and analytical tools for analysing and decision making in the area of Marketing




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