

Department of English

Course Outcomes

FYBA

Communication Skills

At the end of the course, it helps students to acquire proficiency in reading, writing, listening, and speaking skills in English. The skills are developed through audio and video using relevant examples from everyday life. This course will also help to interpret any text easily through different perspectives. It helps to learn the functional aspect of the English language and apply those skills learned into a student's regular life. Improved oral and written communication skills are also noticed.

FYB.COM

Business Communication

To expose students to different types of written business communication. Letters and paragraph writing will help in specific formal settings.

FYBA

Paper I: Introduction to Literature

After completion of the course, students will be able to write clearly, coherently and effectively about various genres of literature. They will become aware of the culture and context of the work of literature. Further, they will develop greater sensitivity to the complexities of human nature and society as a whole.

SYBA

Paper II: Indian Writing in English

After completion of the course, students will become aware of the uniqueness of Indian Literature in English. They will be better acquainted with the pluralistic dimensions of Indian Literature in English and with some of the most prominent

Indian Writers in English. They will also understand the different genres of Indian Literature in English and will become aware of different perspectives of approaching this literature.

Paper III- American Literature

On completion of this course, the students of literature will be introduced to various genres and literary terms of American literature. It provides a better understanding of the key events in America's history and how that influences the literature of the specific time period. It includes African- American History and Literature, the Diaspora of various communities living in America, genres of poetry and drama along with exploring the genres of the short story and the novel. The course allows the student to create knowledge on the social, cultural, political scenario of America specifically in the 20th Century.

TYBA

Paper IV: 16th to 18th Century English Literature

After completing the course students are expected to understand the distinctive features of English literature of the 16th, 17th and 18th centuries. How background influences shaped the writer's thinking. To recognize and appreciate the literary masters who dominated the scene. To grasp the different writing styles that each age adopted.

Paper V: Literary Criticism

After completion of the course, students will be able to understand the critical terms listed in the syllabus and be able to use them to analyse and interpret the texts they read and study. Students will become aware of the nature and function of literature and literary criticism. In addition, they will be able to engage in productive close readings of literary texts. They will also derive an awareness of a range of literary theories and critical approaches. Lastly, they will be familiar with the primary tenets of practical criticism.

Paper VI: Grammar and Art of Writing

After the completion of the course, students will gain a basic understanding of phonetics, morphology and word transformation. In addition, they will have developed adequate knowledge of the rules of grammar, grammatical analysis, and sentence transformation. Lastly, students will develop the ability to write effectively in various domains such as journalism and copywriting.

Paper – VII: Romantic and Victorian Literature

After completion of the course, students are expected to be able to:

1. To view literary works in their dynamic interface with the background
2. To understand the literature of the 19th century as a complex outcome of artistic, intellectual and socio-political cross-currents
3. To appreciate poetry as mirroring private personality, protest and subsequently, public concerns
4. To view the development of the Victorian Novel as informed by Victorian morality as well as by larger democratic processes
5. To contextualize the impulses behind the significant emergence of women writing in the 19th century.

Paper VIII- 20th Century British Literature

At the end of the course, the students of literature will be provided with extensive knowledge of genres, literary terms of the British literature pertaining to the 20th century time period. This course will enable the students to understand how social, political, economic, historical background is reflected and influenced in the literary texts. It allows the students to analyse material critically and resourcefully through the mentioned texts and topics from the syllabus.

Paper IX- Literature of Protest

Outcome- On completing the course, students can understand the socio-political milieu of various societies which helps understand the need and knowledge of protest in literature. This course also will help the students to generate awareness on the topic of protest literature along with getting sensitized to global issues of citizens and equal rights. The students will be able to

understand the past of society and how it correlates to the present times with the help of literature that depicts protest.

Paper IX Film and Literature (2016-17)

1. Students will understand the technical aspects of film adaptations
2. Students will develop understanding for analytical aspects associated with film and literature
3. Students will learn the socio-cultural aspects associated with literature and films
4. Students will learn the technical importance of the dictum “seeing is believing”
5. Students will be engaged in group discussions and thus learn social skills
6. Students will learn to analyse and synthesize the resulting points from group discussions and identify the flaws and strengths and accordingly build conceptual understanding

Department of SOCIOLOGY

Course Outcomes

FOUNDATIONS OF SOCIOLOGY- Paper I Sem I

Objectives:

- To introduce the students to the basic concepts in Sociology
- To familiarize students with the theoretical aspects of different concepts
- To understand the emergence of Sociology and its relationship with other sciences
- To examine the influence of Culture on the society
- To identify the process of Socialization in the development of individuals in the society

FUNDAMENTALS OF SOCIOLOGY - Paper I Sem II

Objectives:

- To introduce the students to the basic concepts in Sociology
- To familiarize students with the theoretical aspects of different concepts
- To understand the context and theoretical approaches that influences Social Interaction
- To examine the evolutionary processes and the organizing principles of Social Stratification
- To familiarize the nature and forms of deviant behaviour and the methods of Social Control

INDIAN SOCIETY: STRUCTURE AND CHANGE - Paper II Sem III

Objectives:

- To introduce students to the Indian Sociological Traditions.
- To familiarize students with the Research traditions in Indian Sociology
- To acquaint students with the emerging Issues in Indian society
- To understand the learning the complex social structure of Indian Society
- To enable Students shall develop understanding co-existence of different groups and communities.

EMERGING ISSUES AND CONCERNS IN INDIAN CONTEMPORARY SOCIETY – Paper III Sem III

Objectives:

- To familiarize the emerging socio- economic issues in contemporary society.
- To critically evaluate and bring awareness among the students .
- To evaluate the demographic variable that influence structure of the Society.
- To understand he environmental concerns of the society today.
- To create sensitization and awareness with regards to health care system.
- To critically evaluate the meaning of justice and the role of the criminal justice system of the country.

SOCIOLOGY OF DEVELOPMENT - Paper II Sem IV

Objectives

- To introduce students to the concept of development in general and in the context of India in particular.
- To help students to gain an insight into emerging issues and contemporary development
- To understand what is economic development and social development.
- To enable Students will understand development in Indian Context
- To help students to understand contemporary debates within the development discourse.

EMERGING FIELDS IN SOCIOLOGICAL STUDIES - Paper III Sem IV

Objectives:

- To introduce students to the emerging and relevant fields in Sociology.
- To sensitize students with in-depth understanding of struggle and survival in today's competitive scenario.
- To create awareness among the students about various media challenges.
- To critically analyze the new trends in Education.
- To provide information to the students about the laws and policies of urban governance.
- To understand the growing numbers and concerns of the ageing community

THEORETICAL SOCIOLOGY- Paper IV Sem V**Objectives:**

- To provide the students of Sociology with the understanding of Sociological Theory.
- To train students in the application of these theories to social situations.
- To help in critical thinking among students
- To evaluate the relevance of the theories in contemporary times
- To understand the relevance of sociological thought of past and present

ANTHROPOLOGICAL THOUGHT- Paper IV Sem VI**Objectives:**

- To provide the student with the understanding of Theoretical Anthropology.
- To train students in the application of these theories to social situations.
- To help in critical thinking among students
- To evaluate the relevance of the anthropological theories in contemporary times
- To understand the relevance of anthropological thought of past and present

SOCIOLOGY OF WORK - Paper V Sem V**Objectives:**

- To introduce students to the area of industrial sociology
- To help students to develop sociological understanding of the changes taking place in the area
- To understand the role of different types work in the economy
- To introduce issues related with the work problems in the contemporary times
- To understand the mental and physical problems related to work

SOCIOLOGY OF INFORMAL SECTOR - Paper V Sem VI**Objectives:**

- To develop a sociological understanding of the issues related to the informal sector.
- To introduce students to the growing sector of informal workers in the Indian economy
- To introduce students to the understanding of issues related with the informal sector in the context of globalization.
- To engage students with current debates on outsourcing, downsizing, social clause, social security and role of ICT
- To understand the role of informal sector in the economy

SOCIOLOGY OF GENDER - Paper VI Sem V

Objectives:

- To trace the evolution of Gender as a category of social analysis.
- To trace the emergence of women's movement in India and the history of their struggles
- To understand the various genders in society
- To critically evaluate the laws relating to third sex
- To understand and evaluate Sec 377

GENDER AND SOCIETY IN INDIA: CONTEMPORARY DEBATES AND EMERGING ISSUES- Paper VI Sem VI

Objectives

- To understand new and emerging issues in the Indian feminist landscape
- To understand newer methods of protest and resistance
- To debate the laws relating to surrogacy
- To develop a critical thinking of gender galaxy
- To evaluate the justice and legal system in relation to gender

SOCIOLOGY OF HUMAN RESOURCE DEVELOPMENT- Paper VII Sem V

Objectives:

- To familiarize the students with role and functions of human resource development at the micro and macro level.
- To create an awareness of the various issues involved in the development of human resources with particular emphasis on social and cultural factors.
- To understand the role of managers in the development of human resources
- To evaluate the planning and organizational skills in development

To debate on the different methods of evaluation in corporate sector

SOCIOLOGY OF ORGANIZATIONS - Paper VII Sem VI

Objectives:

- To familiarize students with dynamics of organizations
- To evaluate the diverse strategies useful in developing human resources.
- To create an understanding of human resource planning to social development
- To debate and comprehend the challenges faced by organizations in a global context.
- To critically evaluate the different conflict resolutions for smooth functioning of the organisation

STATE, CIVIL SOCIETY AND SOCIAL MOVEMENTS- Paper VIII Sem V

Objectives

- To develop an understanding of social movements in terms of various concepts and theories of social movements.
- To trace the shifts in the social movements landscape in India.
- To explain the emergence of new people's movements in the neo liberal era.
- To understand the gender movements in society
- To evaluate the Acts relating to disability

SOCIAL EXCLUSION AND MARGINALISATION - Paper VIII Sem VI

Objectives

- To sensitise students to the sociological significance of the study of marginalised groups
- To create awareness of historically dis-privileged groups in Indian society
- To trace the social exclusion in contemporary society
- To understand the various laws that help the marginalised
- To develop critical thinking of the position of the under privileged

QUANTITATIVE SOCIAL RESEARCH - Paper IX Sem V

Objectives:

- To provide students with an orientation to Quantitative Social Research
- To acquaint students with the important concepts, techniques and methods in the quantitative social research process
- To enable students to apply theoretical knowledge of social research to field study.
- To enable students to understand the various methods used in statistical analysis
- To enable to evaluate the methods used in research

QUALITATIVE SOCIAL RESEARCH - Paper IX Sem VI

Objectives:

- To provide students with an orientation to Qualitative Social Research
- To acquaint students with the important concepts, techniques and processes in qualitative research
- To enable students to apply theoretical knowledge of social research to field study.
- To enable to evaluate the methods used in qualitative research
- To enable students to understand the various methods used in statistical analysis

Course Outcomes

Psychology Paper 1 Course Outcomes:

1. To impart knowledge of the basic concepts and modern trends of psychology
2. To foster interest in the subject of psychology and to create a foundation for further studies in Psychology
3. To make the students aware of the applications of psychological concepts in various fields so that they understand the relevance of Psychology in different areas of life
4. To make students aware of basic concepts of statistics in applied research
5. To inculcate in students an interest for different fields in psychology

Psychology Paper 2 Course Outcomes:

1. Learners will be able to have a detailed knowledge of various concepts in the field of social psychology
2. Learners will be able to develop interest in conducting research in the field of social psychology as the syllabus deals with detailed research studies
3. Learners will be able to apply social psychology principles in Indian context

Psychology Paper 3 Course Outcomes:

1. It will help students to develop knowledge and understanding of the basic concepts, principles, perspectives and modern trends in Developmental Psychology.
2. It will stimulate interest Developmental Psychology as a field of study and research among students.
3. The students will be aware of the implications and applications of the various concepts, principles and theories of Developmental Psychology in daily life in the Indian context.

Psychology Paper 4 Course Outcomes:

1. To impart knowledge and understanding of the nature, uses, technical features, and the process of construction of psychological tests
2. To create awareness about measurement of intelligence and assessment of personality
3. To impart knowledge and understanding of the concepts in Statistics and the various measures of Descriptive Statistics - their characteristics, uses, applications and methods of calculation
4. To create a foundation for advanced learning of Psychological Testing, Assessment, and Statistics
5. To create a foundation for advance psychometrics

Psychology Paper 5 Course Outcomes

1. The learner will develop an understanding of the basic concepts and theories of Abnormal Psychology.
2. The learner will develop insight into various forms of Psychological Disorders – their symptoms, causes, along with the process of diagnosis and treatment.
3. The learner will become more sensitised and equipped to deal with various issues related to Mental Health in society.
4. The learner will build foundational knowledge of Abnormal Psychology which will help for higher education and also to pursue a professional career in Clinical Psychology.

Psychology Paper 6 Course Outcomes:

1. Learners will be able to describe the scope of I/O Psychology and careers related to I/O Psychology.
2. Learners will be able to list and describe the basic concepts of I/O Psychology.
3. Learners will be able to critically discuss issues related to I/O Psychology.
4. Learners will have built a sufficient foundation in I/O Psychology to pursue postgraduate studies and/or careers related to I/O Psychology

TYBCom – Psychology of Human Behaviour at work

1. Learners will be able to have a basic understanding of various principles of psychology which apply at work and are related to work behaviour

2. Learners will be able to get a basic understanding of how managers in organisations can manage their workforce by applying principles of psychology

History Department

Paper-wise Learning Outcomes

Class	Paper No.	Paper Title	Learning Outcome
FYBA	1	History of Modern India (1857-1947)	<ol style="list-style-type: none">1. Students gain an appreciation and respect for those who struggled to gain independence2. Students learn about the economic impact and legacy of the colonial economy3. Students are introduced to the issues affecting women, dalits, peasants and tribals and some measures to alleviate them
SYBA	2	Landmarks in World History, 1300 A.D.-1945 A.D.	<ol style="list-style-type: none">1. Students gain an understanding of how the medieval age transitioned to the modern age in Europe2. Students are able to connect the impact of the growth of democracy, liberty, nationalism that originated in Europe and then influenced the rest of the world3. Students gain an understanding of how great personalities like Galileo, Martin Luther, Gandhi, Sun Yat Sen, the French Philosophers etc shaped our modern world

SYBA	3	Ancient India from Earliest Times to 1000 A.D.	<ol style="list-style-type: none"> 1. Students realize the varied texts, traditions and archaeological interest that throw light on ancient Indian History 2. Students appreciate the vast and varied history of ancient India from the Town Planning of the Harappan Culture to Ashoka's patronage of Buddhism and the exceptional temple building skills of the south Indian dynasties 3. Students realize that ancient Indian culture had a profound and lasting impact on south Asian festivals, architecture, philosophy and trade.
TYBA Sem V	4	History of Medieval India (1000 CE-1526CE)	<ol style="list-style-type: none"> 1. Students gain an understanding of the main dynasties and sultans that shaped the political history of early Medieval India 2. Students appreciate the contribution of Vijayanagara to the political and cultural history of Medieval India 3. Students gain an appreciation for the cultural diversity that developed during the Medieval Age. E.g. contribution of Bhakti and Sufi philosophies, the Islamic style of architecture, development of languages like Urdu and local languages
TYBA Sem V	5	History of Modern Maharashtra (1818 CE-1960 CE)	<ol style="list-style-type: none"> 1. Students gain a deeper understanding of the modern History of Maharashtra in the 19th and 20th centuries 2. Students value the contribution of liberals, important reformers, economic thinkers and freedom fighters like Jyotirao and Savitribai Phule, Pandita Ramabai, Justice Ranade, Mounstuart Elphinstone, Lokmanya Tilak, G.K. Gokhale, Dr. Ambedkar and numerous others 3. Students understand how the modern state of Maharashtra took shape
TYBA Sem V	6	Introduction to Archaeology	<ol style="list-style-type: none"> 1. Students gain an understanding of the basic processes and importance of Archaeology 2. Students understand the contribution of Epigraphy to the study of Indian History

			3. Students appreciate the importance of Numismatics as a source of Indian History.
TYBA Sem VI	4	History of Medieval India (1526 CE-1707CE)	<ol style="list-style-type: none"> 1. Students gain knowledge of the main political, administrative and cultural aspects of the Mughal Rule 2. Students appreciate the highlights of Shivaji's career, his administration and his successors.
TYBA Sem VI	5	History of Contemporary India (1947 CE- 2000 CE)	<ol style="list-style-type: none"> 1. Students gain an understanding of the main events that shaped Independent India. 2. Students learn about the making of the Indian Constitution, J. Nehru's contribution to India's Mixed Economy, Economic planning and Foreign Policy. Students also learn about the Integration of the Princely States and the Linguistic re-organization of the states 3. Students gain knowledge of the main political events of the Lal Bahadur Shastri and Indira Gandhi governments, the Janata Government and India's foreign policy between 1964 and 1984 4. Students learn about the political developments, Liberalization of the Indian Economy and India's Foreign policy between 1984 and 2000 5. Students gain a deeper understanding and awareness of important issues confronting Contemporary India such as the empowerment of women, literacy, growth of science and technology, communalism etc
TYBA Sem VI	6	Introduction to Museology and Archival Science	<ol style="list-style-type: none"> 1. Students understand the important functions of a Museum and the role that Museums play in conserving our heritage and educating the public 2. Students realize the importance of archives as the custodians of our History and the basic functions of the archive 3. Students become aware of the various career opportunities available in Museums and Archives

SEMESTER	SUBJECT	COURSE OUTCOME
Semester 1	Commerce-I	<ul style="list-style-type: none"> - To understand the working of business and its implication in the business environment.

Semester 2	Commerce-II	<ul style="list-style-type: none"> - To understand the scope of commercial services and its opportunities in various service sectors.
Semester 3	Commerce III (Management: Functions and Challenges)	<ul style="list-style-type: none"> - The student's ability to execute various management principles is enhanced. - Students are familiarized with the new and informed process of decision making. - Learners are equipped with leadership qualities.
Semester 3	Advertising (BCOM)	<ul style="list-style-type: none"> - The student will be able to evaluate the effectiveness of integrated advertising and marketing communications initiatives. - Learners will be exposed to various career options available in advertising Industry. which will help them discover skills required for taking up career in advertising field - It will help students to study new trends in advertising
Semester 3	Advertising-I (B.A)	<ul style="list-style-type: none"> - To emphasise the need of advertising for the success of brands and acquaint learners with the varied techniques of advertising.
Semester 4	Commerce IV (Management: Production and	<ul style="list-style-type: none"> - The student's ability to understand concepts in quality and production management is

	Finance)	<p>enhanced.</p> <ul style="list-style-type: none"> - Students are in a better position at making informed and sound financial decisions. - Learner's ability to adopt various measures to increase productivity is enhanced.
Semester 4	Advertising -!!(BCOM)	<ul style="list-style-type: none"> - Students will be able to evaluate different media from promotion point of view. - The student will gain knowledge about the technicalities of creating the print and audio visual advertisements, including the concept of storyboard making, - Learners will learn the role of research and the methodologies of research in advertising effectiveness evaluation.
Semester 4	Advertising-II (B.A)	<ul style="list-style-type: none"> - To recognise the fundamental and creative aspects in advertising and the various media used.
Semester 5	Commerce V (Marketing)	<ul style="list-style-type: none"> - Increase in the student's ability of understanding and applying various marketing practices in real time. - Increased familiarity with various ethical marketing practices. - Learners are in a better position of understanding and

		<p>interpreting Consumer Behaviour.</p> <ul style="list-style-type: none"> - Increased ability of applying and reasoning various pricing and promotion concepts practically.
Semester 5	Marketing Research	<ul style="list-style-type: none"> - Learners will understand the process of Marketing Research. It will increase their familiarity with various research design and their applicability - Students will learn the basics of Research methodology and its application in Marketing Research - It will give them practical knowledge of framing hypothesis, questionnaire making and sampling technique.
Semester 5	Export Marketing-I	<ul style="list-style-type: none"> - To acquaint learners with the concept of export marketing and firms that facilitate export marketing.
Semester 6	Commerce VI (Human Resource Management)	<ul style="list-style-type: none"> - Students gain a better understanding of how to apply human resource management practices. - Learner's communication and interpersonal skills are enhanced. - Students gain practical knowledge and skills with

		<p>regards to interview preparations as well as conducting interviews.</p> <ul style="list-style-type: none"> - Learners are able to adopt appropriate leadership and motivational styles.
Semester 6	Marketing Research	<ul style="list-style-type: none"> - Learners will be able to understand the application of marketing research in each element of Marketing Mix. - Will get an insight on the Research agencies and their process - Students will gain in-depth knowledge of Rural and international Marketing research.
Semester 6	Export Marketing-II	<ul style="list-style-type: none"> - To aid learners in understanding the export marketing decisions and finance.

Submitted by:

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Mathematics and Statistics Department

Course Outcomes

F.Y.B.COM

1) Mathematical and Statistical Techniques I:

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

- apply mathematical and statistical techniques in a diverse variety of disciplines
- solve problems on their own by analysing the topics
- calculate financial values required in business
- recognize the importance and value of mathematical and statistical thinking
- recognize and appreciate the connections between mathematical and statistical theory and applications
- independently read mathematical and statistical literature

2) Mathematical and Statistical Techniques II:

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

- apply mathematical and statistical techniques in a diverse variety of disciplines
- solve problems on their own by analysing the topics
- calculate financial values required in business
- recognize the importance and value of mathematical and statistical thinking
- recognize and appreciate the connections between mathematical and statistical theory and applications
- independently read mathematical and statistical literature

T.Y.B.COM

1) Computer Systems and Applications I

- Know basic concepts of Data Communication, Networking and the Internet.

- Understand database concepts and know common syntax for MySQL.
- Use MySQL to create databases, insert, update and delete data.
- Use MySQL to retrieve data using simple queries, using conditions, using logical, arithmetic and relation operators and aggregate functions. Use multi-table and nested queries.
- Use MS-Excel to create, navigate and add information to worksheets. Use financial, mathematical and statistical functions.

2) Computer Systems and Applications II

- Use MS-Excel to create, use and link multiple spreadsheets.
- Use formulas and logical operators in MS-Excel.
- Use MS-Excel for data analysis by means of sorting, filtering, subtotaling and pivot tables.
- Work with MS-Excel using different types of functions – database, conditional/logic, date, string, statistical

Environmental Studies, for FYBCOM programme.

1. To develop a rational understanding of how human beings and their natural environment influence modify and threaten each others existence and survivability on the planet in the long run and to find means to help sustain Life by mitigating the conflicts between man and nature by understanding the principles of science commerce economics and social sciences.

2. To develop an understanding of the dynamic man environment relationship and it's consequences so that appropriate measures can be adopted by mankind.

FYBMS - Semester I

Subject	Course Outcome
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Foundation of Human Skills	This subject really helps students to develop and understanding of working well with others and the skills that will be required to succeed in their careers. It prepares the student to understand what they should expect in their workplaces and how to manage work and relationships.
Introduction to Financial Accounts	To make students understand and apply the theoretical aspects of accounting methods used for collecting, recording and reporting financial information. The subject helps to analyse and interpret the financial environment in which accounting information is used in managing a business. The subject aims to apply accounting and financial management decision-making techniques to practical situations that is likely to be encouraged by a manager.
Business Law	To understand the role of law in relation to business transactions. To understand the nature of contract and its application in daily transactions. To understand the application of Negotiable Instruments and the objects of consumer law. To introduce the concept of company and its relevance. To familiarise the students with the different IPR's.
Business Statistics	Describe and discuss the key terminology, concepts tools and techniques used in business statistical analysis. Critically evaluate the underlying assumptions of analysis tools. Understand and critically discuss the issues surrounding sampling and significance. Discuss critically the uses and limitations of statistical analysis. Solve a range of problems using the techniques covered. Conduct basic statistical analysis of data.
Business Communication I	Enables students to enhance their verbal communication skill. Identify the appropriate use of different channels of written communication in business. Awareness of Business etiquette's and its application.
Business Economics I	On completion of the Business Economics Course I, the student will be able to understand the microeconomic relationships of consumer and producer behaviour in business operations. The students will be apply economic theories to a range of business problems and suggest possible solutions based on these theories. The application will be supported by quantitative techniques used to analyse business situations.
Foundation Course I	Students will be able to know about multi-cultural diversity of Indian society and understand the concept of disparity as arising out of stratification and inequality. Inequalities manifested due to the caste system and inter-group conflicts arising thereof. Acquire knowledge about the constitution and their rights and fundamental duties.

FYBMS – Semester II

Subject	Course Outcome
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Principles of Marketing	Enables students to understand the role of marketing within society and within an economic system. To consider the various decision areas within marketing and the tools and methods used by marketing managers for making decisions. To learn key marketing principles and terminology.
Industrial Law	To introduce the nature of Industrial disputes and the role of trade unions. To understand the laws related to health, safety and welfare of employees. To familiarise the concept of Provident fund and State insurance. To understand the rules and regulations governing payment of wages, bonus and Gratuity.
Business Mathematics	Demonstrate an understanding of basic marketing mathematics by solving relevant problems, including trade discounts, cash discounting, and markup and markdown calculations. Apply the principles of simple interest to solve relevant problems in financial applications such as simple-interest-based loans.
Business Environment	This course is designed to enable students to evaluate the legal, social and economic environments of business. Students will demonstrate sensitivity towards ethical and moral issues and have ability to address them in the course of business. Students will be able to apply decision-support tools to business decision making.
Business Communication II	Enables students to develop the ability to research and write a documented paper and/or to give an oral presentation. Utilize analytical and problem solving skills appropriate to business communication and participate in team activities that lead to the development of collaborative work skills.
Principles of Management	Students will be able to have clear understanding of managerial functions like planning, and have same basic knowledge on international aspect of management and understand the planning process in the organization. They will be to demonstrate the ability to directing, leadership and communicate effectively. Analysis and isolation of issues and formulation of best control methods will be possible.
Foundation Course II	This course is designed to create social awareness at a preliminary level for students. To help the students to upgrade their knowledge on current challenges and issues of Indian society. To sensitize students about social problems plaguing Indian society and to emphasize the role of educated youth to address the same.

COURSE OUTCOME

SYBMS – Semester III

Core Subjects

Subject	Course Outcome
IT in Business Management I	<p>The course helps to understand the basic concepts of Information Technology, its support and role in Management, for managers.</p> <p>It focuses on practical hands-on training required for office automation. It is expected to have practical sessions of latest MS-Office software.</p> <p>It also enables to understand basic concepts of Email, Internet and websites, domains and security and to recognize security aspects of IT in business, highlighting electronic transactions, advanced security features, etc.</p>
Foundation Course III (Environmental Management)	<p>The course helps to understand the various environmental concepts like biogeochemical cycles, ecosystem, resources, etc.</p> <p>It also enables to deal with the issues of environmental degradation, waste management, disaster management, etc.</p> <p>It helps to understand the concept of sustainability and its role in business and innovations in business from environmental perspective.</p>
Business Planning & Entrepreneurial Management	<p>The course helps to view entrepreneurship as one of the major focus areas of the discipline of Management. This course introduces Entrepreneurship to budding managers.</p> <p>It encourages entrepreneurial development & prepares the students for taking the responsibility of full line of management function of a company with special reference to SME sector.</p>
Accounting for Managerial Decisions	<p>The course helps to acquaint management learners with basic accounting fundamentals.</p> <p>It helps in developing financial analysis skills among learners.</p> <p>The course also aims at explaining the core concepts of business finance and its importance in managing a business.</p>
Strategic Management	<p>To expose students to various perspectives and concepts in the field of Strategic Management. The course would enable the students to understand the principles of strategy formulation, implementation and control in organizations. To help students develop skills for applying these concepts to the solution of business problems.</p>

Finance Electives

Subject	Course Outcome
Basics of Financial Services	The course aims at explaining the core concepts of business finance and its importance in managing a business, developing a conceptual frame work of finance function and to acquaint the participants with the tools, types, instruments of financial system in the realm of Indian Financial Market.
Corporate Finance	<p>The subject aims to develop a conceptual framework of finance function and to acquaint the participants with the tools, techniques and process of financial management in the realm of financial decision making.</p> <p>Further this course aims at explaining the core concepts of the subject and its importance in managing a business. Understand the nature, importance, structure of corporate finance related areas and gain knowledge regarding source of finance for a business.</p>

Marketing Electives

Subject	Course Outcome
Consumer Behaviour	<p>The basic objective of this course is to develop an understanding about the consumer decision making process and its applications in marketing function of firms.</p> <p>This course is meant to equip undergraduate students with basic knowledge about issues and dimensions of Consumer Behaviour.</p> <p>Students are expected to develop the skill of understanding and analysing consumer information and using it to create consumer- oriented marketing strategies.</p>
Advertising	<p>The course aims at understanding and examining the growing importance of advertising, and understanding the construction of an effective advertisement.</p> <p>It also enables to understand the role of advertising in contemporary scenario and the future and career in advertising.</p>

Human Resource Electives

Subject	Course Outcome
Recruitment & Selection	<p>Students got familiarized with the concepts and principles, procedure of recruitment and selection in an organization.</p> <p>Students got to know how selection tests are different in different organizations and how various corporate and HR etiquettes play an important role and enhance employees for promotion.</p>

	<p>This subject gives an in-depth insight on various aspects of H.R.M and makes them acquainted with practical aspects of the subject.</p> <p>The students could make their own resume in a professional manner and also learnt the trades and tricks of giving interviews.</p>
Organisation Behaviour & HRM	<p>The objective of this course is to familiarize the student with the fundamental aspects of Various issues associated with Human Resource Management as a whole. It also aims to give a comprehensive overview of Organization Behaviour as a separate area of management.</p> <p>It helps to develop an understanding about the basic concepts, functions and processes & create an awareness of the role, functions and functioning of Human Resource Management & OB.</p>

COURSE OUTCOME

SYBMS – Semester IV

Core Subjects

Subject	Course Outcome
IT in Business Management II	<p>The course helps to:</p> <p>Describe the role of information technology and information systems in business, analyse how information technology impacts a firm and comprehend various roles MIS have towards strategic goals and operational success of an organization.</p> <p>Recognize the relationship between business information needs and decision making and interpret how to use information technology to solve business problems.</p> <p>Examine and identify all components in an ERP system and the relationship among the components.</p> <p>Gain an insight of the basic concepts, scope and application of database management, data warehouse and data mining and learn the necessary skills to enable them to design and implement business information systems.</p> <p>Develop knowledge of BPO/KPO and cloud computing and ability to identify their scope and challenges.</p>
Foundation Course IV (Ethics & Governance)	<p>The course helps to understand the significance of ethics and ethical practices in businesses which are indispensable for progress of a country.</p> <p>It helps to learn the applicability of ethics in functional areas like marketing, finance and human resource management, to understand the emerging need and growing importance of good governance and CSR by organisations, and to study the ethical business practices, CSR and Corporate Governance practiced by various organisations.</p>
Business EconomicsII	<p>The course develops a conceptual understanding of macroeconomics, circular flow of aggregate income and expenditure, conventional and Green GNP and NNP, etc.</p> <p>It enables to understand the relationship between Money, Inflation and Monetary Policy.</p> <p>It helps to equip the students with knowledge about Constituents of Fiscal Policy and Theory and Issues of International Trade in an Open Economy.</p>

Business Research Methods	The course is designed to inculcate the analytical abilities and research skills among the students. The course intends to give hands on experience and learning in Business Research.
Production and Total Quality Management	Understand the significance of quality and the right implication of theories for business. Enables adoption of continuous improvement and process management. The conceptual and analytical skills acquired in this course enable students to provide leadership in shaping a culture for quality within an organization and determining the effectiveness of quality initiatives.

Finance Electives

Subject	Course Outcome
Auditing	Students get acquaint with the various concepts of auditing. To ensure students understand and practice the various techniques of auditing while managing their finances
Strategic Cost Management	This Course helps the learners to develop skills of analysis, evaluation and synthesis in cost and management accounting. The subject covers the complex modern industrial organizations within which the various facets of decision-making and controlling operations take place.

Marketing Electives

Subject	Course Outcome
Integrated Marketing Communication	To equip the students with knowledge about the nature, purpose and complex construction in the planning and execution of an effective Integrated Marketing Communication (IMC) program. To understand the various tools of IMC and the importance of co-ordinating them for an effective marketing communication program.
Rural Marketing	Develop an understanding of issues in rural markets. Provides an overview of marketing environment, consumer behaviour, distribution channels and marketing strategies in the context of rural markets in India. To help students to understand opportunities and emerging challenges in the upcoming rural markets.

Human Resource Electives

Subject	Course Outcome
HRP & HRIS	To develop the understanding of the concept of human resource planning and to understand its relevance in

	<p>organizations. To develop necessary skill set for application of various HR issues.</p> <p>To understand the importance of Human resource information system for the organisation and methods to build it.</p>
Training and Development in HR	<p>This subject is a practice based subject, which helps students in becoming a freelancer (Corporate Trainer). It helps them to design various modules of different types of trainings like Motivational training, Leadership Training, Voice and Accent training, Cultural training, etc.</p> <p>This subject helps students in attempting to orient the students to tailor themselves to meet the specific needs of the organizations in Training and development activities.</p> <p>Also it helps in understanding how Performance Appraisal in practicality is completely different from theory and how organizations create a career path for employees in the organization, and how counselling helps employees to change their decision of not exiting the organization. It also helps in making them understand the overall procedure of helicopter landing and competency mapping.</p>

TYBMS – SEMESTER VI

CORE SUBJECTS

Subject	Course Outcome
Corporate Communication & P.R.	The Course will provide the students with basic understanding of the concepts of corporate communication and public relations. It introduces the various elements of corporate communication and consider their roles in managing organizations. Will help students to examine how various elements of corporate communication must be coordinated to communicate effectively and to develop critical understanding of the different practices associated with corporate communication
Logistics & S.C.M.	Understand the core concepts of Logistics and Supply Chain Management. Effective application of the principles of Inventory Management, Procurement and Outsourcing. Students will be able to demonstrate an ability to engage in critical thinking by analysing situations and constructing viable solutions to solve various logistic mix problems.

FINANCE ELECTIVES

Subject	Course Outcome
Investment Analysis and Portfolio Management	The course helps to acquaint the learners with various concepts of finance and understand the terms which are often confronted while reading newspaper, magazines etc. for better correlation with the practical world. It also enables to understand various models and techniques of security and portfolio analysis.
Commodities and Derivatives Market	Understand the concepts related to Commodities and Derivatives market, it helps in understanding the various aspects related to options and futures and further acquaint learners with the trading, clearing and settlement mechanism in derivatives market.
Financial Accounting	The course helps to acquaint the learners in preparation of final accounts of companies, to study provisions relating to underwriting of shares and debentures, and to study and perform the accounting of foreign currency and investment. It also enables to understand the need of ethical behaviour in accountancy.
Direct Taxation	Understand the provisions of determining residential status of individual, various heads of income, Various deductions from

	Income Tax and helps the students in computation of taxable Income of the Individuals.
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MARKETING ELECTIVES

Subject	Course Outcome
Services Marketing	Understand distinctive features of services and key elements in services marketing, The Course further provides insight into ways to improve service quality and productivity and to understand marketing of different services in Indian context.
E-commerce & Digital Marketing	Acquire comprehensive knowledge of planning, implementation, management and control of marketing strategies and activities in the digital media. Demonstrate cognitive knowledge of the skills required in conducting online research and research on online markets, as well as in identifying, assessing and selecting digital market opportunities.
Customer Relationship Management	Understand concept of Customer Relationship Management (CRM) and implementation of Customer Relationship Management. It provides insight into CRM marketing initiatives, customer service and designing CRM strategy and helps Students to understand new trends in CRM, challenges and opportunities for organizations
Sales and Distribution Management	To develop understanding of the sales & distribution processes in organizations and it familiarize students with concepts, approaches and the practical aspects of the key decision making variables in sales management and distribution channel management

HR ELECTIVES

Subject	Course Outcome
Finance for HR Professionals & Compensation Management	This Course orients HR professionals with financial concepts to enable them to make prudent HR decisions and helps them in understanding the various compensation plans and study To study the issues related to compensation management and understand the legal framework of compensation management.
SHRM & HR Policies	Understand human resource management from a strategic perspective and link the HRM functions to corporate strategies in order to understand HR as a strategic resource. To understand the relationship between strategic human resource management and organizational performance and to apply the theories and concepts relevant to strategic human resource management in contemporary organizations and further help students to understand the purpose and process of developing Human Resource Policies.

Performance Management & Career planning	Understand the concept of performance management in organizations and how to review performance appraisal systems and help students to understand the significance of career planning and practices
Industrial Relations	This course introduces students to the concept of Industrial Relations, Industrial disputes what are its causes and how to solve them and further to the concept of the Trade Unions and various law in India with respect to Industrial Relations

TYBMS – SEMESTER VI

CORE SUBJECTS

Subject	Course Outcome
Operations Research	This Course help students to understand operations research methodologies and solve various problems practically and further make students proficient in case analysis and interpretation.

FINANCE ELECTIVES

Subject	Course Outcome
Indirect Taxation	Understand the basics of GST, Understand the registration and computation of GST and acquaint the students with filing of returns in GST.
International Finance	This course is to familiarize the student with the fundamental aspects of various issues associated with International Finance. The course gives a comprehensive overview of International Finance as a separate area in International Business. Further, it introduces the basic concepts, functions, process, techniques and create an awareness of the role, functions and functioning of International Finance in this Globalised Market
Project Management	The course helps to familiarize the learners with the fundamental aspects of various issues associated with Project Management. It gives a comprehensive overview of Project Management as a separate area of Management. It also helps to understand the basic concepts, functions, process, and techniques and create an awareness of the role, functions and functioning of Project Management.
Strategic Financial Management	The course helps to match the needs of current market scenario and upgrade the learner's skills and knowledge for long term sustainability. It enables to understand the changing scenario in Banking Sector and the inclination of learners towards choosing banking as a career option has made study of financial management in banking sector inevitable. It also helps to acquaint learners with contemporary issues related to financial management.

MARKETING ELECTIVES

Subject	Course Outcome
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Brand Management	Understand the meaning and significance of Brand Management and to Know how to build, sustain and grow brands and various sources of brand equity
Retail Management	It familiarizes the students with retail management concepts and operations, provides understanding of retail management and types of retailers, develop an understanding of retail management terminology including merchandize management, store management and retail strategy. Acquaint the students with legal and ethical aspects of retail management and create awareness about emerging trends in retail management
International Marketing-	The cohort learns the advantages & challenges faced by the companies in international marketing and also provides an insight on the dynamics of the international marketing environment. It assists the candidates with the practical relevance of taking international marketing decisions based upon the recent developments in the global market.
Media Planning and Management	Understand to organise an effective media plan which will result in a set of advertising opportunities that focus on target audience and fit within the organization's marketing budget. Enables the students to select appropriate media for carrying promotional message and scheduling advertisement to maximise return on investment.

HR ELECTIVES

Subject	Course Outcome
HRM in Global Perspective	<p>This Course introduce the students to the study and practice of IHRM, to understand the concepts, theoretical framework and issues of HRM in Global Perspective and get insights of the concepts of Expatriates and Repatriates. It further helps the students to find out the impact of cross culture on Human Resource Management.</p> <p>The course also provides information about Global Workforce Management and study International HRM Trends and Challenges</p>

Organisational Development	Understand the concept of Organisational Development and its Relevance in the organisation and to Study the Issues and Challenges of OD while undergoing Changes and to get an Understanding of Phases of OD Programme and further Study the OD Intervention to meet the Challenges faced in the Organisation and to get an Insight into Ethical Issues in OD.
HRM in Service sector	Understand the concept and growing importance of HRM in service sector and how to manage human resources in service sector and the significance of human element in creating customer satisfaction through service quality, the Issues and Challenges of HR in various service sectors.
Workforce Diversity	The course helps to understand the nature of workforce diversity, to familiarize the learners with the strategies to deal with work force diversity and to understand the impact of technology in managing workforce diversity. It enables learners to interlink between workforce diversity and HRM functions.

BA in Multimedia and Mass Communication (BAMMC)

Course Outcome

FYBAMMC Course Outcome (Sem. 1)

Sr No.	Subject	Course Outcome
1	Effective Communication-1	<ol style="list-style-type: none">1. To make the students aware of functional and operational use of language in media.2. To equip or enhance students with structural and analytical reading, writing and thinking skills.3. To introduce key concepts of communications.
2	Foundation Course-1	<ol style="list-style-type: none">1. To introduce students to the overview of the Indian Society.2. To help them understand the constitution of India.3. To acquaint them with the socio-political problems of India.
3	Visual Communication	<ol style="list-style-type: none">1. To provide students with tools that would help them visualize and communicate.2. Understanding Visual communication as part of Mass Communication.3. To acquire basic knowledge to be able to carry out a project in the field of visual communication.4. To acquire basic knowledge in theories and languages of Visual Communication5. The ability to understand and analyze visual communication from a critical perspective.
4	Fundamentals of Mass Communication	<ul style="list-style-type: none">• To introduce students to the history, evolution and the development of Mass Communication in the world with special reference to India.• To study the evolution of Mass Media as an important social institution.• To understand the development of Mass Communication models.

		<ul style="list-style-type: none"> • To develop a critical understanding of Mass Media. • To understand the concept of New Media and Media Convergence and its implications.
5	Current Affairs	<ol style="list-style-type: none"> 1. To provide learners with overview on current developments in various fields. 2. To generate interest among the learners about burning issues covered in the media. 3. To equip them with basic understanding of politics, economics, environment and technology so that students can grasp the relevance of related news. 4. Twenty minutes of newspaper reading and discussion is mandatory in every lecture.
6	History of Media	<ol style="list-style-type: none"> 1. Learner will be able to understand Media history through key events in the cultural history. 2. To enable the learner to understand the major developments in media history. 3. To understand the history and role of professionals in shaping communications. 4. To understand the values that shaped and continues to influence Indian mass media. 5. Learner will develop the ability to think and analyze about media. 6. To sharpen the reading, writing, speaking and listening skills that will help the students to understand the development of Media.

FYBAMMC Course Outcome (Sem. 2)

Sr No.	Subject	Course Outcome
1	Effective communication –II	<ol style="list-style-type: none"> 1. To make the students aware of use of language in media and organization. 2. To equip or enhance students with structural and analytical reading, writing and thinking skills.

		3. To introduce key concepts of communications.
2	Foundation course –II	1. To introduce students to the overview of the Indian Society. 2. To help them understand the constitution of India. 3. To acquaint them with the socio-political problems of India.
3	Content Writing	1. To provide students with tools that would help them communicate effectively. 2. Understanding crisp writing as part of Mass Communication. 3. The ability to draw the essence of situations and develop clarity of thought.
4	Introduction to Advertising	1. To provide the students with basic understanding of advertising, growth, importance and types. 2. To understand an effective advertisement campaigns, tools, models etc. 3. To comprehend the role of advertising , various departments, careers and creativity 4. To provide students with various advertising trends, and future.
5	Introduction to Journalism	To help media students to acquaint themselves with an influential medium of journalism that holds the key to opinion formation & to create awareness.
6	Media, Gender & Culture	<ul style="list-style-type: none"> • To discuss the significance of culture and the media industry. • To understand the association between the media, gender and culture in the society. • To stress on the changing perspectives of media, gender and culture in the globalised era.

SYBAMMC Course Outcome (Sem. 3)

Sr No.	Subject	Course Outcome
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1	Electronic Media I (Elective)	To make students acquainted with working of two powerful media, i.e.; radio and television. The content is useful for both advertising and journalism students in order to further their careers in respective fields.
2	Motion Graphics and Visual Effects I (Elective)	<p>This course is designed to introduce the student to the art and science of visual effects for the broadcast and digital filmmaking. Topics covered include the visual effects workflow, video technology, image processing, creating matters, tracking and compositing.</p> <ol style="list-style-type: none"> 1. Understand the difference between a visual effect and a special effect. 2. Determine when to choose whether to create a visual effect or a special effect and determine when the two techniques can work together. 3. Understand basic image processing techniques. 4. Pull matters using various image processing techniques including Chroma-keying 5. Track motion data using various techniques 6. Describe and use the compositing process and identify major applications used in industry. Develop a visual effects pipeline for integration in the filmmaking process.
3	Corporate Communications and Public Relations	<ol style="list-style-type: none"> 1. To provide students with basic understanding of the concepts of corporate communication and public relations. 2. To introduce various elements of corporate communication and consider their roles in managing media organizations. 3. To examine how various elements of corporate communications must be coordinated to communicate effectively in today's competitive world. 4. To develop critical understanding of the different practices associated with corporate communications with the latest trends and social media tools.
4	Media Studies	<ol style="list-style-type: none"> 1. To provide an understanding of media theories. 2. To understand the relationship of media with culture and society. 3. To understand Media Studies in the context of trends in Global Media.

5	Introduction to photography	<ol style="list-style-type: none"> 1. To introduce to media learners the ability of image into effective communication. 2. To help the learner understand that media photography is a language of visual communication and is far beyond just point and shoot fun moments. 3. To practice how a picture speaks a thousand words by enlightening the learner on how. 4. To develop the base of visualization among learners in using pictures in practical projects. 5. To help the learner work on a given theme or a subject into making a relevant picture or photo feature.
6	Film Communication I	<ol style="list-style-type: none"> 1. To inculcate liking and understanding of good cinema 2. To make students aware with a brief history of movies; the major cinema movements 3. Understanding the power of visuals and sound and the ability to make use of them in effective communication. 4. Insights to film techniques and aesthetics.
7	Computers Multimedia I	<ol style="list-style-type: none"> 1. To help learners make industry ready. This will help learners to be aware of the minimum requirement of the software while stepping out in the industry 2. To introduce the media software to make learners understand what goes behind the scene and help them choose their stream. 3. To prepare learners skilled enough for independency during project papers in TY Sem VI. 4. To help learners work on small scale projects during the academic period.

SYBAMMC Course Outcome (Sem. 4)

Sr No.	Subject	Course Outcome
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1	Electronic Media II (Elective)	To make students acquainted with working of the two powerful media; radio and television. The content is useful for both advertising and journalism students in order to further their careers in respective fields.
2	Motion Graphics and Visual Effects II(Elective)	<p>This course is designed to introduce the student to the art and science of visual effects for the broadcast and digital filmmaking. Topics covered include the visual effects workflow, videototechnology, imageprocessing , creating matters , tracking and compositing.</p> <ol style="list-style-type: none"> 1. Understand the difference between a visual effect and a special effect. 2. Determine when to choose whether to create a visual effect or a special effect and determine when the two techniques can work together. 3. Understand basic image processing techniques. 4. Pull matters using various image processing techniques including Chroma-keying 5. Track motion data using various techniques 6. Describe and use the compositing process and identify major applications used in industry. Develop a visual effects pipeline for integration in the filmmaking process.
3	Writing and Editing for Media	<ol style="list-style-type: none"> 1. Provide the ability to understand writing styles that fit various media platforms. 2. It would help the learner acquire information gathering skills and techniques. 3. On completion of this course, students will be able to understand similarities and differences in writing for all forms of media including internet or digital. 4. The learner will gather knowledge of different news and copy formats along with appropriate style sheets and layout. 5. The learner will imbibe the importance of writing clearly,precisely and accurately for different types of audiences. 6. Provide basic proficiency in proof-reading and editing.

4	Media Laws and Ethics	<ol style="list-style-type: none"> 1. To provide the learners with an understanding of laws that impact the media. 2. To sensitize them towards the social and ethical responsibility of the media.
5	Mass Media Research	<ol style="list-style-type: none"> 1. To introduce students to debates in Research approaches and equip them with tools to carry on research. 2. To understand the scope and techniques of media research, their utility and limitations.
6	Film Communications II	<ol style="list-style-type: none"> 1. Awareness of cinema of different regions. 2. Understand the contribution of cinema in society. 3. How to make technically and grammatically good films. 4. From making to marketing of films. 5. Economic aspects of film. 6. Careers in films.
7	Computer Multimedia II	<ol style="list-style-type: none"> 1. To help learners make industry ready. This will help learners to be aware of the minimum requirement of the software while stepping out in the industry 2. To introduce the media software to make learners understand what goes behind the scene and help them choose their stream. 3. To prepare learners skilled enough for independency during project papers in TY Sem VI. 4. To help learners work on small scale projects during the academic period.

TYBAMMC (Advertising)

Course Outcome (Sem. 5)

Sr No.	Subject	Course Outcome
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1	Copywriting	<p>1. To familiarize the students with the concept of copywriting as selling through writing</p> <p>2. To learn the process of creating original, strategic, compelling copy for various mediums</p> <p>3. To train students to generate, develop and express ideas effectively</p> <p>4. To learn the rudimentary techniques of advertising headline and body copywriting, the economy of words and thought peculiar to this type of writing, and the necessity of creative thinking in written expression.</p> <p>5. In an ad agency, as a copywriter, one cannot “Just be creative and express self” – here one is in a ‘creative professional’, and have to be able to use the power of creativity for a commercial/business reason – as someone is paying you to get a problem solved, using your creativity.</p> <p>6. There are two basic disciplines through which we make our communication - verbal/written and visual, and both need different skills-sets to master them. The structure of the syllabus is designed to hone the necessary skills required for these two diverse disciplines.</p>
2	Advertising & Marketing Research	<p>1. The course is designed to inculcate the analytical abilities and research skills among the students.</p> <p>2. To understand research methodologies – Qualitative Vs Quantitative</p> <p>3. To discuss the foundations of Research and audience analysis that is imperative to successful advertising.</p>

		<p>4. To understand the scope and techniques of Advertising and Marketing research, and their utility</p>
3	Globalization And International Advertising	<p>1. To introduce to media students about the concept of Globalization and its impact on Global Media and International Advertising.</p> <p>2. To help the student understand and practice Global Communication.</p> <p>3. To develop media student's understanding on Global Brands.</p> <p>4. To introduce to media students about concept and process of International advertising.</p> <p>5. To help students formulate international advertising campaign by identifying strategies, barriers, challenges and steps to create international advertising.</p> <p>6. Career opportunities: As Global Brand Managers, Global Content Writer for Ads and Ad Campaigns, Global Market Communicators in Digital Media, career in ad agencies for Global Market.</p>
4	Brand Building	<p>1. To understand the awareness and growing importance of Brand Building</p> <p>2. To know how to build, sustain and grow brands</p> <p>3. To know the various new way of building brands</p> <p>4. To know about the global perspective of brand building</p>
5	Agency Management	<p>1. To acquaint the students with concepts, techniques and give experience in the application of concepts for developing an effective advertising campaign.</p> <p>2. How an ad agency works and what opportunities exist</p> <p>3. To familiarize students with the different aspects of running an ad agency</p>

		<p>4. To inculcate competencies thereby enabling to undertake professional work with advertising industry.</p>
6	Social Media Marketing	<p>Learn to communicate and tell stories through the web.</p> <ol style="list-style-type: none"> 1. Students learn real-world skills from leading designers, artists, and entrepreneurs. 2. The primary goal is to create problem solvers who strike a balance between traditional art and technology, and between individual vision and teamwork. 3. With a fundamental understanding of digital tools and their creative applications, graduates meet the demands of a diverse and expanding job market in visual story telling. 4. Identify and apply strategies to improve and succeed no matter what their initial skills . 5. Solve problems and learn from creative risks by using people skills, design principles, and processes. 6. Build a strong foundation in all aspects of design and production for storytelling in motion. 7. Use inspiration in fields outside of digital media such as poetry, science, music, astronomy, history, dance, and more. 8. Develop a professional commitment to their field, their work, and themselves; preparing them to be members and leaders in their profession, as well as learning how to act both as individuals and as team members to support the whole.

TYBAMMC (Advertising)**Course Outcome (Sem. 6)**

Sr No.	Subject	Course Outcome
1	Digital Media	<ol style="list-style-type: none">1. Understand digital marketing platform2. Understand the key goals and stages of digital campaigns3. Understand the of use key digital marketing tools4. Learn to develop digital marketing plans
2	Advertising Design	<ol style="list-style-type: none">1. Learner shall understand the process of planning & production of the advertisement.2. To highlight the importance of visual language as effective way of communication.3. To provide practical training in the field of advertising & make learner industry ready
3	Advertising In Contemporary Society	<ol style="list-style-type: none">1. To understand the environment of Advertising in Contemporary Society2. To understand Liberalization and its impact on the economy and other areas of Indian society3. To compare and analyse the advertising environment of different countries
4	Media Planning & Buying	<ol style="list-style-type: none">1. To develop knowledge of major media characteristics2. To understand procedures, requirements, and techniques of media planning and buying.3. To learn the various media mix and its implementation4. To understand budget allocation for a Media plan and fundamentals

5	Advertising & Sales Promotion	<p>1. Students should be able to demonstrate a thorough understanding of the major sales promotion concepts,</p> <p>2. Use a framework to make effective sales promotion decisions, and</p> <p>3. Adopt the necessary skills and point of view of an effective sales promotion Campaign</p>
6	Entertainment & Media Marketing	<p>1.To equip students with an understanding of marketing practices, frameworks, and trends in the Entertainment Sector</p> <p>2. Introducing the students to television industry and film industry.</p> <p>3. Will make students go through different case studies regarding radio marketing skills, Social media marketing skills etc.</p> <p>4.Will help to know the impact of media industry on the viewers, understanding its characteristics</p>

TYBAMMC (Journalism)

Course Outcome (Sem. 5)

Sr No.	Subject	Course Outcome
1	News Media Management	<ul style="list-style-type: none"> ● To make students aware about the responsibilities, structure and functioning of responsibilities of an organization. ● Students will be able to analyze individual media businesses and understand the Economic drivers of the media economy.

		<ul style="list-style-type: none"> • Students will have developed hands-on experience as content marketers using journalistic and digital techniques. • Students will have gained a perspective on the evolution of media in the last 25 years and on key current trends.
2	Journalism and Public Opinion	<ul style="list-style-type: none"> • To understand the role of media in influencing and impacting Public opinion. • To analyse the formation of Public opinion through digital and social media. • To analyse the impact of the media on public opinion on socio-economic issues. • To make students aware of theoretical framework of research on media and society.
3	Reporting	<ul style="list-style-type: none"> • To enable students to become Reporters which is supposed to be a prerequisite while entering into the field of Journalism. • To make them understand basic ethos of the news and news-gathering. • To prepare them to write or present the copy in the format of news. • To develop nose for news. • To train them to acquire the skills of news-gathering with traditional as well as modern tools. • To inculcate the skills for investigative journalism. • To make them understand the basic structure/essential knowledge for various beats. • To make them responsible reporters and the face of media.
4	Writing & Editing Skills	<ul style="list-style-type: none"> • To provide learners with tools and techniques of editing and writing.

		<ul style="list-style-type: none"> ● To acquaint learners with the art of narration and storytelling strictly within the contours of journalistic principles.
5	Investigative Journalism	<ul style="list-style-type: none"> ● Understand the role of investigative reporting in modern journalism ● To learn to conduct investigative research in an ethical manner. ● To create and write excellent investigative stories for media. ● To acquire advanced investigative journalistic skills ● Learner will acquire the ability to understand and analyse the key areas of investigative journalism even with limited resources.
6	Mobile Journalism and New Media	<ul style="list-style-type: none"> ● This course was arranged as a preparation program for Media Students, having an enthusiasm for finding out about the nuts and bolts of versatile news-casting. You needn't bother with any past involvement with the ideas, apparatuses or assets of portable news coverage. ● Towards the end of the course, you will leave away with information about Global adoption of mobile and its versatility has influenced and changed journalism in New Age Media. M-Learning, in the Era of New Media is the most effective method to get ready for the eventual fate of the media and life in a portable first world. ● Step by step instructions to report and connect with crowds utilizing cell phones. ● Step by step instructions to utilize the accepted procedures for ease of use and item plan when constructing your portable encounters in Journalism. ● The most effective method to settle on educated choices about structure portable news items

		crosswise over stages. The most effective method to get ready for the eventual fate of wearable's different patterns that may change the course of portable media and news-casting
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TYBAMMC (Journalism)

Course Outcome (Sem. 6)

Sr No.	Subject	Course Outcome
1	Digital Media	<ol style="list-style-type: none"> 1. Understand digital marketing platform 2. Understand the key goals and stages of digital campaigns 3. Understand the of use key digital marketing tools 4. Learn to develop digital marketing plans
2	Magazine Journalism	<ul style="list-style-type: none"> • This course introduces the students to the nuances of magazine journalism, feature writing and reviews.
3	Television Journalism	<ul style="list-style-type: none"> • To provide students with technique of narration and story telling • To share the art of developing a story idea • To acquaint and sensitize them through assignments to the issues of deprivation around us and using writing as a tool for social justice
4	Newspaper and Magazine Design	<p>The learner is required to understand the process of print media production since the content collection to the final print ready layout.</p> <ul style="list-style-type: none"> • This includes news weightage as well as article relevancy and the visual treatment to the text block. The appearance of the various text blocks matters in layout.

		<ul style="list-style-type: none"> • Learner should be able to reconstruct headlines suitable for the space keeping the core meaning and intensity intact. • Learners are expected to develop software skills to be employable in industry. • Learners shall develop the aesthetic vision and understand the discipline behind a layout
5	Contemporary Issues	<ul style="list-style-type: none"> • Stress the importance of social economic political aspects of the society as a media professional. • To understand the role of media as a strategy to create awareness on various issues and mobilise to bring social progress.
6	Fake News and Fact Checking	<ul style="list-style-type: none"> • To give media students the understanding of the differentiation between real news and fake news. • To make media students aware of information disorder. • To give students a thorough knowledge of information literacy and media. • To give students a hand on knowledge on fact checking. • To give students a practical overview of social media verification. <p>Career Opportunities: Investigative Journalist, Jobs in Media Houses, Google ,Internship in</p> <p>International Fact Checking Network, Jobs in Social Media as Fact Checkers</p>

B.Sc. - I.T. Programme / Course-wise Outcomes :

Class /semester	Course Code / Course Title	Course Outcome
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FYBSc-IT / Sem-I	USITI01-Imperative Programming & USITIP1-Imperative Programming Practical	<ul style="list-style-type: none"> • Understand different types of programming language and their development lifecycle with basic fundamentals of programming structure of C programming. • Understand various operators used for development of logic and also how to interact with the user by sending and receiving inputs. • Understand how to branch the logic and give it various possibilities along with making it work in loops and functions for effective presentation of logic and code. • Understand various aspects of compiler along with predefined syntax and structures like arrays for better processing of logic to get effective and faster results. • Understand higher level of structure which accepts different types of datatypes to work with and to build complex logic with help of these structures.
FYBSc-IT / Sem-I	USITI02- Digital Electronics & USITIP2- Digital Electronics Practical	<ul style="list-style-type: none"> • Explain analog and digital systems, classification of number systems, codes and their conversions and perform binary arithmetic. • Explain the various types of logic gates, solve logical equations using Boolean equations, and explain the simplification of logical statements using Karnaugh maps. • Demonstrate the skill in designing and implementation of combinational logic circuits including arithmetic circuits. • Explain the concepts of multiplexer, demultiplexer, ALU, encoder, decoder and will be able to differentiate between combinational and sequential circuits. • Solve problems involving flip flops, design of counters and design of shift registers.
FYBSc -IT/ Sem-I	USITI03-Operating Systems &	<ul style="list-style-type: none"> • Understand the different services provided by Operating System at different level.

	USITIP3-Operating Systems Practical	<ul style="list-style-type: none"> • They learn real life applications of Operating System in every field. • Understand the use of different process scheduling algorithm and synchronization techniques to avoid deadlock. • Students learn different memory management techniques like paging, segmentation and demand paging etc. • Understand fundamental operating system abstractions such as processes, threads, files, semaphores, IPC abstractions, shared memory regions, etc. • Demonstrate the ability to perform OS tasks in Red Hat Linux Enterprise.
FYBSc -IT/ Sem-I	USITI04-Discrete Mathematics & USITIP4-Discrete Mathematics Practical	<ul style="list-style-type: none"> • The student learns to use logical notation, perform logical proofs, • Apply recursive functions and solve recurrence relations., • can determine equivalent logic expressions, • Describe useful standard library functions, create functions, and declare parameters, • Use graphs and trees, Apply basic and advanced principles of counting.
FYBSc -IT/ Sem-I	USITI05-Communication Skills & USITIP5-Communication Skills Practicals	<ul style="list-style-type: none"> • This course helps understand the nature of communication and focuses on business communication. • It also will enable the students to know different types of writing for business communication. • The course also helps in developing oral communication skills and understanding specific communication needs. • The course will provide lessons on improving presentation skills and practical activities to enhance communication skills.
FYBSc-IT / Sem-II	USIT201 – Object Oriented Programming & USIT2P1 – Object Oriented	<ul style="list-style-type: none"> • Understand Object Oriented Methodologies along with its principals and paradigm and also learn its basic concepts. • Understand working with different types of classes and objects used in this kind of

	Programming Practical	<p>programming along with usage of constructors and destructors.</p> <ul style="list-style-type: none"> • Understand how logics can be molded into different formats with the concept of polymorphism along with virtual functions. • Understand how to extend a class code with another class with the concept of inheritance and if there are any exceptions how to handle them using exception handling. • Understand working with file and file transmission and its mode, also working with predefined and self-defined templates.
FYBSc-IT / Sem-II	USIT202 – Microprocessor Architecture & USIT2P2 – Microprocessor Architecture Practical	<ul style="list-style-type: none"> • Recall and apply basic concepts of digital fundamentals to Microprocessor based system. • Identify a detailed h/w and s/w structure (Assembly Language) of the 8085 microprocessor along with the tools for writing Assembly Language Program. • Demonstrate the skill in designing counters and time delay circuits along with the concept of stack and sub-routines. • Implement the code conversion and arithmetic circuits. • Explain the Pentium, Core2 processor and SUN SPARC Microprocessor and train their practical knowledge through laboratory experiments.
FYBSc-IT / Sem-II	USIT203 – Web Programming	<ul style="list-style-type: none"> • CO1: Learning Client server architecture • CO2: Understanding website designing • CO3: Implementation of CSS • CO4: Learning types of CSS • CO5: Table designing • CO6: Understanding use of formatting tags • CO7: Learning database connectivity • CO8: Demonstrating food ordering and management system • CO9: Understanding Javascript • CO10: Studying HTML5

FYBSc-IT / Sem-II	USIT204 –Numerical and Statistical Methods & USIT2P4 –Numerical and Statistical Methods Practical	<ul style="list-style-type: none"> • A student can derive numerical methods for various mathematical operations and tasks, such as interpolation, • Can solve Differentiation, integration, the solution of linear and nonlinear equations, • Can understand the application and solution of differential equations. • Analyze and evaluate the accuracy of common numerical methods.
FYBSc-IT / Sem-II	USIT205 –Green Computing & USIT2P5 –Green Computing Practical	<ul style="list-style-type: none"> • Understand what Green IT is and how we can meet standards set for Green Computing • Comprehend Green IT from the perspective of hardware, software, storage, and networking at the enterprise level. • Strategize Green Initiatives and look at the future of Green IT • discuss how the choice of hardware and software can facilitate a more sustainable operation, - use methods and tools to measure energy consumption.
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SYBSc-IT / Sem-III	USIT301-Python Programming & USIT3P1-Python Programming Practical	<ul style="list-style-type: none"> • Define and demonstrate the use of built-in data structures “lists” and “dictionary”. • Design and implement a program to solve a real world problem. • Design and implement GUI application and how to handle exceptions and files. • Make database connectivity in python programming language.
SYBSc-IT / Sem-III	USIT302-DataStruct ures & USIT3P2-DataStruct ures	<ul style="list-style-type: none"> • Understands the concept of algorithm complexity and will be able to calculate the time complexity of an algorithm. • get a thorough understanding of functionality and management of arrays. • write algorithms and code to perform various methods of sorting and searching.

		<ul style="list-style-type: none"> • Write code to define and operate linear data structures like stacks , queues and linked lists. • Understand the different kinds of non-linear data structures and can write code to perform the basic operations on these structures.
SYBSc-IT / Sem-III	USIT303-Computer Networks & USIT3P3-Computer Networks Practical	<ul style="list-style-type: none"> • Describe the general principles of data communication. • Describe how computer networks are organized with the concept of layered approach. • Describe how signals are used to transfer data between nodes. • Implement a simple LAN with hubs, bridges and switches. • Describe how packets in the Internet are delivered. • Analyse the contents in a given data link layer packet, based on the layer concept. • Design logical sub-address blocks with a given address block. • Decide routing entries given a simple example of network topology • Describe what classless addressing scheme is. • Describe how routing protocols work. • Design and implement a network protocol.
SYBSc-IT / Sem-III	USIT304-Database Management Systems & USIT3P4-Database Management Systems Practical	<ul style="list-style-type: none"> • C01:Learn the working of Decision Support System • C02:Demonstrate Mathematical models for decision making • C03:Learn the phases of Data Mining • C04:Understanding the difference between data validation and data transformation • C05:Learning Classification Algorithms • C06:Learning Clustering Algorithms • C07:Demonstrate the working of Logistic and production model • C08:Learning Artificial Intelligence and expert systems in detail • C09:Understanding what is Regression and its types

		<ul style="list-style-type: none"> ● C10:Demonstrating ETL process to construct database in Sql server
SYBSc-IT / Sem-III	USIT305- Applied Mathematics	<ul style="list-style-type: none"> ● Students will gain a fundamental understanding of the theory of differential equations/dynamical systems. ● They will gain a fundamental understanding, at the graduate level, of at least one of the core subjects of abstract algebra, real analysis, complex analysis. ● Students will gain an understanding of the use of computational techniques in the study of applied mathematics. ● They will be able to analyse Laplace equations and its application.
SYBSc-IT / Sem-III	USIT3P5- Mobile Programming Practical	<ul style="list-style-type: none"> ● Identify various concepts of mobile programming that make it unique from programming for other platforms, ● Critique mobile applications on their design pros and cons, ● Utilize rapid prototyping techniques to design and develop sophisticated mobile interfaces, ● Program mobile applications for the Android operating system that use basic and advanced phone features, and ● Deploy applications to the Android marketplace for distribution
SYBSc-IT / Sem-IV	USIT401-Core Java & USIT4P1-Core Java Practical	<ul style="list-style-type: none"> ● Understand the features of java and differences between java and other languages. ● Understand the JVM's role in compilation and execution of a java program. ● Write code and execute in java to demonstrate its object oriented features. ● Write java programs to demonstrate salient features in java like multi-threading , packages , vectors, wrapper classes. ● Work with files using java streams.

		<ul style="list-style-type: none"> ● Write code to create applets and run them on a browser/ appletviewer.
SYBSc-IT / Sem-IV	USIT402-Introduction to Embedded Systems & USIT4P2-Introduction to Embedded Systems Practical	<ul style="list-style-type: none"> ● Explain the concepts of embedded systems with examples, their core and their characteristics. ● Identify a detailed h/w and s/w structure (Embedded C Language) of the 8051 microcontroller along with the tools for writing Embedded C Language Program. ● Demonstrate the skill in designing embedded system in various domains. ● Explain the various operating systems used in embedded systems. ● Train their practical knowledge through laboratory experiments.
SYBSc-IT / Sem-IV	USIT403-Computer Oriented Statistical Techniques & USIT4P3-Computer Oriented Statistical Techniques Practical	<ul style="list-style-type: none"> ● A student learns to use a computer for the purpose of simulation in probability. ● and statistical inference, and Communicate concepts in probability and statistics using both technical and non-technical language. ● He understands regression equations and their applications. ● He gets an introduction to R Programming used in further statistical analysis.
SYBSc-IT / Sem-IV	USIT404-Software Engineering & USIT4P4-Software Engineering Practical	<ul style="list-style-type: none"> ● How to apply the software engineering lifecycle by demonstrating competence in communication, planning, analysis, design, construction, and deployment ● An ability to work in one or more significant application domains ● Work as an individual and as part of a multidisciplinary team to develop and deliver quality software ● Demonstrate an understanding of and apply current theories, models, and techniques that provide a basis for the software lifecycle ● Demonstrate an ability to use the techniques and tools necessary for engineering practice

		<ul style="list-style-type: none"> ● Prepare the students for their TYBSc-IT project
SYBSc-IT / Sem-IV	USIT405-Computer Graphics and Animation & USIT4P5-Computer Graphics and Animation Practical	<ul style="list-style-type: none"> ● Understand the need of Computer Graphics along with its application, software and hardware which supports graphics along with basic techniques like anti-aliasing to get better quality on the screen. ● Understand various types of transformations like rotation, scaling etc and its conversions in two dimensional and three-dimensional formats. ● Understand how viewing perspectives change when it is viewed in two dimension and in three dimension and how lights and colours play vital role in changing the overall outcome. ● Understand how to find out the visible surface for an object and deal with different types of planar curves and surfaces. ● Understand the basic fundamentals of animation like deformations and how image can be manipulated and stored in various formats
TYBSc-IT / Sem-V	USIT501- Software Project Management & USIT5P1- Project Dissertation	<ul style="list-style-type: none"> ● Understand the concept of software project and different types of project and various development methods for the same. ● Understand various project management concepts like activity planning , risk management, resource management etc. ● Perform basic cost analysis and can calculate and analyse project duration , risk factors , resource allocation. ● Choose a case-study or a real time project and apply these concepts analytically while developing the same. ● Write a dissertation of their project case w.r.t. the concepts of software project management.
TYBSc-IT / Sem-V	USIT502-Internet Of Things &	<ul style="list-style-type: none"> ● Explain the concepts of Internet of Things with examples, the technology involved and their characteristics.

	USIT5P2-Internet Of Things Practical	<ul style="list-style-type: none"> ● Use the concepts of embedded system and explain the system on chips – the Raspberry Pi and Arduino. ● Demonstrate the skill in designing Application Programming Interface for IoT devices. ● Explain the various business models for IoT projects. ● Train their practical knowledge through laboratory experiments.
TYBSc-IT / Sem-V	USIT503-Advanced Web Programming & USIT5P3-Advanced Web Programming Practical	<ul style="list-style-type: none"> ● Understand .Net Framework along with Object based manipulation, conditional logics and implementation of namespaces and assemblies. ● Understand web form fundamentals, code behind class, event handlers along with form controls like auto postback methods. ● Understand how to log and track the development process and also handle errors if any along with the state management of the tasks. Here they also learn how to style the application to make it more attractive for the user. ● Understand how to connect with the database (ADO.Net), bind the data and also control the data flow from one end (client side) to another end (server side) and vice versa. ● Understand the format in which XML communicates with database and client side keeping security in mind and also some advance controls of ASP.Net like AJAX.
TYBSc-IT / Sem-V	USIT504-Artificial Intelligence & USIT5P4-Artificial Intelligence Practical	<ul style="list-style-type: none"> ● Demonstrate fundamental understanding of the history of artificial intelligence (AI) and its foundations. ● Apply basic principles of AI in solutions that require problem solving, inference, perception, knowledge representation, and learning. ● Demonstrate awareness and a fundamental understanding of various applications of AI techniques in intelligent agents, expert systems,

		<p>artificial neural networks and other machine learning models.</p> <ul style="list-style-type: none"> • Demonstrate proficiency developing applications in an 'AI language', expert system shell, or data mining tool. Demonstrate proficiency in applying scientific method to models of machine learning. • Demonstrate an ability to share in discussions of AI, its current scope and limitations, and societal implications
TYBSc-IT / Sem-V	USIT506- Enterprise Java & USIT5P6- Enterprise Java Practical	<ul style="list-style-type: none"> • A student can define concepts and principles used within Enterprise Java, • Can describe structure and function of a Enterprise Java application, • Use Servlets. use Java Server Pages (JSP) and JavaBeans, use Enterprise Java Beans (EJB). • He also understands Hibernate and JPA concepts and their applications.
TYBSc-IT / Sem-VI	USIT601- Software Quality Assurance & USIT6P1- Project Implementation	<ul style="list-style-type: none"> • Understand the concept of quality in general and in the view of software project. • Through understanding of various testing methods that can be applied on a software project. • Understand various test artifacts like test document , test case , test plan etc. • Perform various black-box testing methods like EP&BVA , decision tables. • Perform structural testing methods like data flow testing , control flow testing , Path testing etc. • Can complete the project work they have proposed and submitted dissertation in the previous semester perform testing on the same.
TYBSc-IT / Sem-V	USIT602-Security In Computing &	<ul style="list-style-type: none"> • identify some of the factors driving the need for network security

	USIT6P2-Security In Computing Practical	<ul style="list-style-type: none"> ● identify and classify particular examples of attacks ● define the terms vulnerability, threat and attack ● identify physical points of vulnerability in simple networks ● compare and contrast symmetric and asymmetric encryption systems and their vulnerability to attack, and explain the characteristics of hybrid systems.
TYBSc-IT / Sem-VI	USIT603-Business Intelligence & USIT6P3-Business Intelligence Practical	<ul style="list-style-type: none"> ● C01:Learn the working of Decision Support System ● C02:Demonstrate Mathematical models for decision making ● C03:Learn the phases of Data Mining ● C04:Understanding the difference between data validation and data transformation ● C05:Learning Classification Algorithms ● C06:Learning Clustering Algorithms ● C07:Demonstrate the working of Logistic and production model ● C08:Learning Artificial Intelligence and expert systems in detail ● C09:Understanding what is Regression and its types ● C10:Demonstrating ETL process to construct database in Sql server
TYBSc-IT / Sem-VI	USIT605- Enterprise Networking & USIT6P5- Enterprise Networking Practical	<ul style="list-style-type: none"> ● Students are introduced to the fundamental concepts and terminology related to data communications and enterprise networks. ● Students are introduced to the basic (design, implementation and management) concepts and terminology related to data communications and networking. ● Topics include: network topology, protocols, transmission media, switching techniques, access control and addressing for wired and wireless networks. There is also an overview of

		<p>network security and network management principles.</p> <ul style="list-style-type: none"> ● They will also study how computers exchange data over LANs and WANs. ● They will have a practical understanding of the principles of data communications for enterprise networks.
TYBSc-IT / Sem-VI	USIT607-Cyber Laws	<ul style="list-style-type: none"> ● Makes students Conversant with The Social and Intellectual Property Issues Emerging From 'Cyberspace. ● Understands the nature of Cyber crime ● Gets an overview of Legislations and Laws of Cyber world. ● Explore The Legal and Policy Developments in Various Countries to regulate Cyberspace. ● Develops the Understanding of Relationship Between Commerce and Cyberspace. ● .
TYBSc-IT / Sem-VI	USIT6P7- Advanced Mobile Programming Practical	<ul style="list-style-type: none"> ● Basic Android Development tools such as Android, DDMS, Drawables, Listeners, and so on. ● How to use various Layouts and Widgets in Android Applications. ● How to create interactive applications in android with multiple activities including audio, video and notifications. ● How to create applications using SQLite database. ● How to publish your App on Google Play. ● Use development tools, such as those found in the Android Developer's Toolkit to efficiently create, understand, debug and optimize Android applications. ● Understand the key forces and constraints acting on handheld devices and know how to accommodate these when designing and building their own Android applications. ● Know where to find additional sources of information to understand and solve Android-related problems.

		<ul style="list-style-type: none"> • Understand the Android platform's organization, patterns and programming mechanisms and be able to use them effectively to develop their own Android applications.
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COURSE OUTCOME FOR THE DEPARTMENT OF HOSPITALITY

Given below are the course outcomes of the respective subjects: -

F.Y.B.sc Hospitality: -

FOOD PRODUCTION:

- To inculcate a right attitude and the required basic knowledge and technical skills in the art of culinary and the food production department.
- To introduce the various equipment's and utensils used in the kitchen

FOOD & BEVERAGE: -

- The students will get knowledge of how service is done.
- They will different innovations that are happening in the industry
- The students will gain confidence in terms of communication.
- The students will gain knowledge of different sections in the food and beverage department and will learn on how to work in different departments.

FRONT OFFICE: -

- Introduce the students to the Hotel & Tourism Industry
- Understand the appropriate organization structures and duties in the Front Office and related departments.
 - Develop, prepare guest relations, and evaluate practical aspect with guests.
 - Understand the role of public relations with hotel industry.
 - Develop skills required as an efficient and effective receptionist in any hotel (large or Small) and to handle situations and types of guests in the job.
- Understanding the functioning of the Telecommunication department

HOUSE-KEEPING: -

- Housekeeping Management presents a systematic approach to managing housekeeping operations and provides a thorough overview, from the big picture of maintaining a quality staff, planning, and organizing, to the technical details of cleaning each area of a hospitality facility.
- Importance of Housekeeping
- Department in hotel business
- Names and applies managerial functions in housekeeping department
- Evaluates the work and staff control Housekeeping Department.
- Generates ideas and discuss issues related to Housekeeping
- Department and customer Safely and satisfaction.

COMMUNICATION SKILLS-ENGLISH & FRENCH

- Develop vocabulary and improve the accuracy in grammar.
- Speak words with right pronunciation.
- Improve their listening, speaking, reading, and writing skills and the related sub-skills.
- Demonstrate positive group communication exchanges

PRINCIPAL OF MANAGEMENT

- Programme activities and lecture to learn about emerging Indian Corporate World and Global Phenomenon with stress upon hospitality industry.
- To train the student as future managers and make them understand the working of an organisation. Teaching through PowerPoint presentations, case studies, activities, brainstorming sessions, SWOT/PEST analysis etc.
- Trying to bridge the gap between management studies and real corporate world through real time stories from newspapers, journals and business magazines, books.
- Encouraging students to read more to refine their analytical power and sharpen business sense and become more aware of the business environment.
- Opportunity to participate in business discussions, article/book reviews and presentation

INFORMATION TECHNOLOGY

- To enable the students to get an in-depth knowledge and functionality of Information Technology, Computer Architecture, Information Technology Components- Hardware, Software, Systems and concepts of Networks with Network Equipment and devices.
- The students also have an online demo practical of MS- Office- MS Word, MS Excel, MS PowerPoint, which will assist them in creating documents, drafting letters, developing reports, making presentations etc.
- Information Technology and Information Systems being all pervasive and are extensively used in the Hospitality Industry.

So, this subject helps the students to understand the concepts of IT and working of various Systems as well.

FOOD SAFETY AND NUTRITION

- To learn about the importance of hygiene & sanitation in the catering industry
- To get acquainted with the food standards.
- To learn about ways to minimize food poisoning and infections.
- To understand function, sources & deficiency of nutrients.
- To gain basic knowledge of nutrition
- To gain knowledge about maintenance of good health.
- To understand the changes brought about in food nutrients during processing

PRINCIPLES OF HOTEL ACCOUNTANCY

- Student will learn basic terms and concept of accounting. Need and Difference between accounting and bookkeeping. Student will understand classification of accounts, debit and credit, Golden rules of accounting followed how to record transaction in journal entry and preparation of ledger account.
- Student will also understand difference between Cash book, subsidiary book and preparation of trial balance. Lastly what is difference between capital & revenue, expenditure & income, followed by preparation of final accounts of sole traders.

S.Y.B.sc Hospitality: -

FOOD PRODUCTION:

- To get trained on various aspects of regional Indian cuisine – Quantity Food Production (QFP)
Contents of syllabus

FOOD & BEVERAGE: -

- Describe the duties and responsibilities of beverage service staff members and summarize techniques and procedures for responsibly selling and serving cocktails, beer, and wine.
- Understanding the production process of Beer, Wine and Spirits.
- Making of cocktails with use of ingredients such as liqueurs and bitters

FRONT OFFICE: -

- The student is expected to possess knowledge and skills with respect to handling Group Reservations, Assigning Rooms, Check-in, Cashiering and Security Systems.

HOUSE-KEEPING: -

- The student will be able to explain various operational procedures and formats pertaining to linen, uniforms, and laundry.

- The student will be able to create formats and design layouts of linen room, uniform room and laundry.
- The student will be able to create Flower Arrangements for various occasions and locations.
- The student will be able to plan and implement décor for special occasions

MANAGEMENT INFORMATION SYSTEM

- To equip the student with the required knowledge to understand the theory and practical aspects of the functioning of the systems department of a hotel with focus on skills development in handling Property Management Systems software.

HOTEL ACCOUNTANCY & COST CONTROL

- Student will learn how to prepare company final accounts i.e. Trading and P & L account to find Net Profit / Loss and Balance Sheet helps to know the financial position of the company. Difference between Allowances, Discount and Visitor's paid out.
- Student will understand Guest ledger and how the guest weekly bill and visitor's tabular ledger are prepared. Uniform system of accounting in lodging industry helps in preparing uniform statement of accounts.
- Audit will help students to understand basic and important concept of auditing. Advantages and disadvantages of audit, difference between error & frauds, different types of audits, etc.
- Standard costing helps to compare actual cost with predetermined cost to find variance if any to control cost.

T.Y.B.sc Hospitality: -

ADVANCED FOOD PRODUCTION:

- The students will practice safe work habits, identify safety hazards, employ preventative safety measures.
- The students will identify various cooking techniques.
- The students will productively apply appropriate cooking skills.
- To educate students on basic to advance culinary skills.
- To give an overview of culinary specialties across the globe.
- To educate students on latest food trends.
- To highlight the importance of food safety.
- To train students for better employment prospects

ADVANCED FOOD & BEVERAGE: -

- Identify Food & Beverage setup and planning of various outlets in the department.
- Describe casual, theme restaurants etc. and how they are operated.
- How food service managers develop and manage labour & revenue control system.
- Explain how banquets and catering events are booked and planned and describe how managers and staff members provide service for these events.
- Explain the operations of various catering establishments such as Railway, Airline & Marine catering

- Identify factors to create impulse buying; prepare, fillet, carve, flambé & finish food items from a Gueridon trolley.
- Plan & operate a Bar operation, Manage inventory and maintain records pertaining to beverage control.
- Understand and apply cost dynamics as related to the Food & Beverage industry.
- Demonstrate a detailed understanding of the various facets of the Food & Beverage cycle of control in the operational & post operational phase.

ADVANCED FRONT OFFICE: -

- To understand the formulas that are applied in the front office for forecasting and evaluating
 - Decision making through statistical data in Front office operations
 - Understand the rules & acceptance of foreign exchange
 - Yield management and its application in the Hotel Industry.
 - Measurement of Yield for Management Decision Making.
 - Passport & Visa regulations.

ADVANCED HOUSE-KEEPING:

- Explain and apply the guidelines for hiring various housekeeping contract services.
- Manage the manpower planning in the housekeeping department in different category of hotels. Apply the elements and concept of interior decorations & elevations
- To plan and evaluate budgets.
- Create and evaluate the aspects of Interior Design in a Guest Room Layout.
- Plan and draw the layout of Guest Rooms to scale.
- Set up the housekeeping department of a new property and create a timeline for the countdown to the opening.
- Identify safety hazards and implement preventive and remedial measures.

CORPORATE ENGLISH

- Develop basic skills to deal with people in business situations.
- It will increase the students' knowledge of key business concepts worldwide.
- It will expand vocabulary of the students related to general business situations and develop confidence to deal with people and basic issues in the business world.

ENVIRONMENTAL & SUSTAINABLE TOURISM

- The student will be able to understand and explain the importance of Environmental and Sustainable Tourism.
- The student will be able to identify and explain Environmental changes due to Tourism.
- The student will comprehend Sustainability of Tourism for future generations.
- The student will be able to understand about the World's fastest growing Travel & Tourism Industry

ORGANIZATIONAL BEHAVIOUR(OB)

The course outcome for OB will be that students will be able:

- To analyse and compare different OB models used to explain individual and group behaviour related to motivation and rewards.

- To identify the processes used in developing communication and resolving conflicts.
- To explain group dynamics and demonstrate skills required for working in groups (team building).

SERVICE MARKETING

The course outcome for Service Marketing will be that students will be able to:

- Examine the nature of services and distinguish between products and services.
- Identify the major elements needed to improve the marketing of services.
- Develop an understanding of the roles of relationship marketing and customer service in adding value to the customer's perception of a service.

EVENT PLANNING, MARKETING & MANAGEMENT

- Apply Management Theories & Principles for Event management.
- Develop an ability to plan for conventions, seminars & events.
- Prepare financial reports and establish source of funding for a new operation.
- Plan events creatively and think strategically.
- Understand the financial, marketing, operational and strategic issues in setting up an event. Integrate approaches of time, money (capital), people and other resources.
- Understand the concept of Event Management

St. Andrews College of Arts Science and Commerce

B. Com (Banking and Insurance)

FYBBI

Program Outcome

Spanning across a duration of 3 years, B. Com (Banking and Insurance) aims to impart students with strong foundational knowledge in the field of Banking, Insurance as well as other related fields like Human Resource Management, Business Communication, Insurance Law, Accounting, Finance etc.

Subject wise Program Outcome is as follows: Semester I

Sr No	Name of the Subject	Program Outcome
1	Environment and Management of Financial Services	<p>➤ The students will gain knowledge on different aspects of the financial system with special emphasis on Banking and Insurance and also gives them knowledge of their practical applications.</p> <p>➤ There are lot of changes in the economy due to Liberalization, Deregulation, Privatizations, Globalization and Technological advancement. The students gain knowledge on how to adapt to these changing environments.</p>

➤ It gives details explanation about the regulatory and development framework of the Banking and Insurance sector.

2 Principles of Management

- Management skills help the students gain a competitive advantage with regards to planning, organizing, staffing, directing, coordinating, reporting and budgeting.
- Various topics are covered like management process, functions of management, techniques of decision making, departmentation, the span of control, organizational structure.
- The students are also given an opportunity to learn about the various national and international business leaders and their success stories.

3 Financial Accounting

- To help the students understand various concepts like branches of accounting, conventions of accounting, double entry system, journal, ledger entries.
- It provides the students better understanding of topics like classification of Income and expenditure, accounting standard, stock valuation, hire purchase and Final Accounts.

4 Business Communication- I

- To help the students understand the importance and the correct approach to communication.
- To improve the communication skills of the students and explaining them obstacles to communication.

B. Com (Banking and Insurance)

SYBBI

Program Outcome

The course of B. Com (Banking and Insurance) aims to prepare students to explore opportunities being newly created in the field of Banking and Insurance due to Globalization, Privatization and Liberalization. It also gives an adequate exposure to operational environment in the field of Banking & Insurance.

Subject wise Program Outcome is as follows: Semester III

Sr No.	Name of the Subject	Program Outcome
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1	Organizational Behaviour	
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- It will enhance the understanding of the students regarding types of personality, perception, workplace emotions, values and ethics, individual decision making.
- Students will understand the concept of Group Dynamics and organizational Dynamics
- Students will also get a better understanding about Organization Behaviour in Financial Services.

2 Risk Management

- It will help students understand the different types of risk.
- Understand the concept of Capital Market Risk Management
- Ability to understand Credit Market Risk Management
- Understanding the calculations of Risk Measurement

3 Financial Management - I

- It gives the students a brief introduction about finance and financial management.
- It helps the students understand concepts like financial goal setting and time value of money.
- It gives the student in-site on capital budgeting and the types of capital budgeting.
- Making financial decisions is very crucial in an organization and emphasis is given on cost of capital decision and capital structure decision.

4 Financial Markets

- The financial system and the financial market has seen a lot of changes in terms of development and reforms and its very important that students have adequate knowledge and understanding of the same.
- The students will get a better understanding on the Indian Financial System and the Financial Markets in India.
- The students will be introduced to Commodity market, its structure, and trading in commodity market.
- The students will also be introduced to derivative market, the elements of the derivative market and the types of derivative market.

St. Andrews College of Arts Science and Commerce

B. Com (Banking and Insurance)

TYBBI

Program Outcome

The course of B. Com (Banking and Insurance) aims to inculcate training and practical approach among the students by using modern technologies in the field of Banking and Insurance. It creates an additional avenue of self-employment and also to benefit Banks, Insurance companies and Industries by providing them with suitable trained persons in the field of Banking & Insurance.

Subject wise Program Outcome is as follows:

Semester V		
Sr No.	Name of the Subject	Program Outcome
1	Strategic Management	<ul style="list-style-type: none">➤ The students will gain knowledge of concepts like strategic decision making, principles of good strategy, models of strategic management.➤ The students will understand the strategic management environment including, social, political, technological environment.➤ The various levels of strategies and their analysis will be elaborated to enhance the analytical skills of the students.➤ Emphasis will also be placed on strategic evaluation and control.
2	Research Methodology	<ul style="list-style-type: none">➤ Students will understand the importance of research as it is applicable to very sector.➤ Probability and non-probability sampling techniques will be helpful for the students in conducting research.➤ The students will be able to understand the importance of data collection, processing, data analysis and interpretation.➤ Students will get better understanding on advance statistical techniques and they will understand how to draft a research report.
3	Financial Reporting & Analysis	<ul style="list-style-type: none">➤ It will help the student understand the Banking and Insurance financial statements.➤ It will help them to read and analyze the financial statements of companies.➤ They will get a better understanding of IFRS and cash flow analysis.
4	Auditing - I	<ul style="list-style-type: none">➤ Students gain knowledge on different concepts like auditing, accounting and investigation, audit program, audit notebook and other allied concepts.➤ Students will understand the importance of maintain different documentation and will understand auditing techniques like verification and vouching.

5	International Banking & Finance	<ul style="list-style-type: none"> ➤ Students will gain knowledge on various concepts like international finance, balance of payment, deficit financing, exchange rate system. ➤ Students acquire the knowledge of different international capital markets and foreign exchange markets. ➤ Students understand the reasons for growth and recent trends in international banking along with how the industry copes up with the risk involved.
6	Financial Services Management	<ul style="list-style-type: none"> ➤ The students will get an insight on the importance of the financial sector in India. ➤ Various concepts like merchant banking, mutual fund, factoring, forfeiting, securitization of debt. ➤ These concepts will equip the students to enhance their skills in terms of sources of fund. ➤ Students will understand the process of housing finance, consumer finance and the concept of depositories.
Semester- VI		
1	Human Resource Management	<ul style="list-style-type: none"> ➤ Students will understand the frame work of human resource management. ➤ The students will acquaint themselves with concepts like job analysis, job evaluation, and job design. ➤ Students understand the importance and applicability of human resource management with respect to the banking sector. ➤ Students understand concepts like recruitment, training, development and compensation.
2	Project Work	<ul style="list-style-type: none"> ➤ To inculcate the element of research, data analyses and scientific temperament challenging the potential of learner as regards to his/her eagerness to enquire and ability to interpret particular aspect of the study. ➤ To understand the application of research methodology in research.
3	Securities Analysis & Portfolio Management	<ul style="list-style-type: none"> ➤ To acquaint the learners with various concepts like portfolio management and its valuation. ➤ To understand the terms like fundamental and technical analysis. ➤ To understand various models and techniques used in the securities market and which can help the investors get better return.
4	Auditing II	<ul style="list-style-type: none"> ➤ Students will understand the importance of auditing in banking, insurance and limited companies. ➤ Students will acquire the knowledge of new areas and trends in auditing. ➤ The importance of ethics will enhance the knowledge of the students and analyzing the case studies will increase the analytical ability of the students.
5	Turnaround Management	<ul style="list-style-type: none"> ➤ Students gain knowledge of the different types of business organizations and various techniques for their growth and survival. ➤ Students will get a better understanding of industrial sickness.

		<ul style="list-style-type: none"> ➤ Various business scenarios will be elaborated which will enhance the knowledge of the students. ➤ Students will understand the importance of leadership in turnaround management.
6	Central Banking	<ul style="list-style-type: none"> ➤ Students understand the growth of central banking in India ➤ Students will get a better understanding of the banking sector in India. ➤ Students will gain knowledge on the supervisory role of RBI. ➤ Students will also be made aware about central banking abroad. ➤ Emphases will be given on the technological environment with regards to cyber world.



Dr. Shirley Pillai
BBI Coordinator

St. Andrews College of Arts Science and Commerce

M.Com (Management)

Program Outcome

Spanning across a duration of 2 years, M. Com (Management) aims to impart students with strong foundational knowledge in the field of Management subjects like Marketing, Entrepreneurship, HRM and Advertising and also creates basic foundation of Costing and Corporate Finance which helps students to be more versatile and also boosts their confidence in doing something on their own and start a business or join any corporate to gain practical knowledge and experience professionalism in the organisation they work.

Subject wise Program Outcome is as follows:

Semester I		
Sr No.	Name of the Subject	Program Outcome
1	Economics for Business Decisions	<ul style="list-style-type: none">➤ The course aims at familiarising the students with the understanding of the economic aspects of current affairs and thereby prepares them to analyse the market behaviour with economic way of thinking.➤ Students would know the importance of role of government in correcting market failures.➤ In addition to providing an insight into application of economic principles in business decisions, it also intends to widen analytical ability of the students and to provide them a foundation for further study of economics.➤ To cover various concepts like opportunity cost, marginal concepts, scope of Business Economics, demand analysis, demand estimation and forecasting.➤ To understand various economic functions and their applications in the industry.➤ To understand the concepts of supply and production decisions and cost production.➤ To understand various pricing models along with the market structure like perfect competition, monopoly and pricing and output decision under imperfect competition.
2	Strategic Management	<ul style="list-style-type: none">➤ Students can critically evaluate the key analytical frameworks and tools used in marketing➤ Students can apply key marketing theories, frameworks and tools to solve Marketing problems➤ Students can utilise information of a firm's external and internal marketing environment to identify and prioritise appropriate marketing strategies➤ Students can exercise critical judgement through engagement and reflection with existing marketing literature and new developments in the marketing environment➤ Students can critically evaluate the marketing function and the role it plays in achieving organisational success both in commercial and non-commercial settings

		<ul style="list-style-type: none"> ➤ Evaluate and act upon the ethical and environmental concerns linked to marketing activities. ➤ Students will be able to assess & evaluate SBU strategies, analyse & implement strategies at the single business unit level. ➤ Students will be able to analyse industry factors & identify their impact on profitability & strategic positioning.
3	Business Ethics and Corporate Social Responsibility	<ul style="list-style-type: none"> ➤ The learners will be able to get a conceptual clarity on ethics, morals, values and beliefs. ➤ The learners will be able to understand the origin of ethical theories. ➤ The learners will get a conceptual clarity on corporate governance, its importance and applicability in organisations. ➤ The learners will be familiarised with the various laws governing ethics and corporate social responsibility. ➤ The learners will be able to understand the need and importance of ethics and corporate social responsibility in sustainable development. ➤ Prepare students to play a constructive role in improving the ethical considerations of organisations with which they may become involved.
4	Cost and Management Accounting	<ul style="list-style-type: none"> ➤ Students would be able to get a clear picture of absorption costing, marginal costing, break even analysis. They will be able to take a decision while solving the problems. ➤ Students would understand about profit planning, make or buy decisions, cost reduction and cost control. ➤ Students would analyse the motive behind preparing the various budgets, establishing a budgetary control system and its administration. ➤ Students would be able to determine standard cost and its types, determine total standard cost and variances and its applicability. ➤ Students would be able to understand the concept of operating costing and its applicability in service industry i.e hotel, hospital, transport, etc.

Semester- II		
1	E-Commerce	<ul style="list-style-type: none"> ➤ Students would be able to understand E commerce, its features and importance. ➤ Students would foster more disciplined thinking in analysing impact of E-commerce on business models & strategies. ➤ Students will learn to analyse the system of E-commerce and constraints in its development. ➤ Students would learn to validate the infrastructure for E-commerce. & correct the same based on changing organisational strategies
2	Research Methodology	<ul style="list-style-type: none"> ➤ Students would understand the concept, purpose and benefits of research in industry. ➤ Students would be able to distinguish a purpose statement, research questions, hypothesis & research objective . ➤ Students would be able to understand the primary characteristics of quantitative & qualitative research & identify research problem ➤ Students will be familiar with steps in research types of database, criteria for evaluating quality of study & different types of literature reviews.
3	Corporate Finance	<ul style="list-style-type: none"> ➤ Students would be able to understand the concept of financial management. ➤ Students would be able to understand the concept of present value, annuity and techniques of discounting and compounding as well as bond valuation. ➤ Students would be able to critically evaluate financial position of the company. ➤ Students would be able to prepare feasibility report of project and take decisions. ➤ Students would be able to understand the concepts weighted average cost of capital and marginal cost of capital. ➤ Students will have the ability to calculate business risk and financial risk associated with a project and it helps to take business decisions.
4	Macro Economics Concepts & Applications	<ul style="list-style-type: none"> ➤ It would enhance their knowledge about Macro Economics and their role in the economic development. ➤ It will create better understanding about the importance of consumption and investment in day to day life. ➤ Student would know how foreign exchange rate affects the balance of a trade and balance of payment of a country.

Semester III		
Sr No.	Name of the Subject	Program Outcome
1	Human Resource Management	<ul style="list-style-type: none"> ➤ The learners will be able to understand the application of various Human Resource Management concepts in business. ➤ The learners will be familiarized with how human resource planning is conducted in organisations. ➤ The learners will learn the various methodologies used in performance appraisal, training and development and career advancement and succession planning. ➤ The learners will be familiarized with the latest developments in human resource management. ➤ The learners will be familiarised with the emerging issues in human resource management like work life balance, health and safety and talent management.
2	Marketing Strategies & Plans	<ul style="list-style-type: none"> ➤ Students will gain insights into the impact of competition, how companies deal with competition and brand related concepts. ➤ Students will get to know various types of Marketing and where these types are been used and what are their results on implementation. ➤ Understanding the need and importance of creating value for customers. ➤ Appreciate the need for understanding the marketing environment and analyze how the environmental factors impact the marketing practices and performance of organizations. ➤ Students will understand various theories of Marketing and its output
3	Entrepreneurship Management	<ul style="list-style-type: none"> ➤ the learners will be able to understand the various concepts related to entrepreneurship ➤ The learners will be able to get insights on practical implications of theories of entrepreneurship ➤ The learners will be familiarised with the project management cycle of an enterprise ➤ The learners will get an insight about the various institutions in aid of entrepreneurs. ➤ The learners will be able to understand the various incentive schemes for entrepreneurs. ➤ Students will able to 1. Develop spirit of entrepreneurship among the student participants. 2. Interpret overview of the competences needed to become an entrepreneur 3. Built insights into the Management of Small Family Business
4	Project Work-100 marks	<ul style="list-style-type: none"> ➤ Students will learn on how the theoretical practice to be put in practical, understand on how the objectives of a research is done, how literature review has to be put in APA form, how primary data is to be collected and how the overall black book is to be made and how professional presentation is to be given based on their project and how to face the vivas.

Prof. Savina Shenoy

Prof. Savina Shenoy
M.Com -Co-ordinator)

Semester IV		
Sr No.	Name of the Subject	Program Outcome
1	Advertising & Sales Management	<ul style="list-style-type: none"> ➤ Students get an insight of various models of Advertising (AIDA model, Integrated Marketing Communication (IMC) - Elements, Behavioural Model (E.K. Strong AIDA), DAGMAR Model (Russell Colley), Hierarchy of Effects (Lavidge and Steiner) ➤ Students understand how to set an advertising budget, Legal framework of advertising and role of IBM and ASCI and IBF. ➤ The students get a practical insight of Sales Management, what are the various techniques of Sales, which are the recent trends in Sales Planning and Controlling and on the Role of IT.
2	Management of Business Relationship	<ul style="list-style-type: none"> ➤ The students will be able to gain insights on Business Relationships and Networking and understand on how relationships to be maintained with clients and customers. ➤ The subject will help students in analysing how trust is an important factor in maintaining relationships and also understand the portfolio of the organisation. ➤ The learners will be able to understand the various incentive schemes for entrepreneurs ➤ The learners can Identify the dealer-oriented promotion techniques, customer-oriented promotion techniques and the salesman-oriented promotion techniques. ➤ It helps students in understanding how to convert customers to loyal clients, understand Strategic Framework of CRM, and challenges and elements in contributing effective relationships. ➤ The learners will understand who Investors are and what are various types of stakeholders.
3	Retail Management	<ul style="list-style-type: none"> ➤ Students will able to examine insights into all functional areas of retailing ➤ Students will be able to analyse and understand the overall scenario of Retailing and how various formats of retail functions. ➤ Students will analyse perspective of the Indian retailing scenario and get a proper understanding about Merchandising, Store Layout and design, use of various technologies in Retail, Data base Management system and customer service as a part of Retail strategy.
4	Project Work-100 marks	<ul style="list-style-type: none"> ➤ Students will learn on how the theoretical practice to be put in practical, understand on how the objectives of a research is done, how literature review has to be put in APA form, how primary data is to be collected and how the overall black book is to be made and how professional presentation is to be given based on their project and how to face the vivas.

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