

S. S. T. COLLEGE OF ARTS AND COMMERCE

Bachelor Of Commerce In Management Studies

Programme outcome

PO1	To enable the student well versed in national as well as international trends
PO2	The Programme enables them to pursue higher studies in the field of management such as Business Administration, Human Resource Management, Financial Management, Material Management, Media Studies etc
PO3	The learners become capable of developing positive attitude towards lifelong learning and research
PO4	They are adequately trained to become entrepreneurs in different fields
PO5	They acquire excellent communication skills and soft skills
PO6	The learners acquire skills to initiate and develop business models

Course Outcome

Sem 1

Course: Foundation Course NCC I

CO1	To create a Human Resource of Organized, Trained and Motivated Youth, To Provide Leadership in all Walks of life and be Always Available for the Service of the Nation
CO2	To Provide a Suitable Environment to Motivate the Youth to Take Up a Career in the Armed Forces

Course: Introduction To Financial Accounts

CO1	To introduce the basic theory, concepts and practice of financial accounting and to enable learners to understand information contained in the published financial statements of companies and other organizations
CO2	To understand the preparation of accounting statements, their uses and limitations

Course: Foundation Course I

CO1	To Understand the multi-cultural diversity of Indian society through its demographic composition: population distribution according to religion, caste, and gender; Appreciate the concept of linguistic diversity in relation to the Indian situation
CO2	To Understand regional variations according to rural, urban and tribal characteristics
CO3	To Understand the concept of diversity as difference

Course: Foundation Course PE I

CO1	Apply knowledge of physical education, growth and development, play, sports and games knowledge, history of physical education and yoga to explain aim and objectives of physical education .and in the professional world
CO2	Having successfully completed this course student will learn health, health education, personal hygiene, health problems-prevention and control, physical fitness and wellness, health and first-aid-management

Course: Foundation Course Nss I

CO1	To gain knowledge regarding Indian constitution
CO2	To understand the caste system in India and the problems faced by people due to caste system
CO3	To understand the concept of communal harmony
CO4	To understand the fundamental duties of an Indian citizen

Course: Business Economics

CO1	To get the knowledge about Economics at Micro level
CO2	To learn the Relationship between various policies of business
CO3	To know the aspects of economics in day to day life

Course: Business Law

CO1	To understand the law and social responsibility relevant to managing an organization domestically and internationally
CO2	To explain the corporate governance system, including the law related to agency.
CO3	To explain how those in control of the organization's assets, operations and management take into consideration the company's local and global impacts on society in their decision making

Course: Business Statistics

CO1	To learn Basics of data science and data analysis like Averages and forecasting techniques
CO2	To help the learners to understand data based results and to develop logical and analytical skills
CO3	To enable learners become expert in applied statistical methods

Course: Foundation Of Human Skills

CO1	To help the learners learn practical knowledge of Soft skills and Behavioural skills
CO2	To understand the Development of Human skills and conceptual skills as per industry requirements
CO3	To understand their own personality and also educate them about understanding others personality attributes

Course: Business Communication

CO1	To learn the basics of development of communication skills in the business world.
CO2	To grasp the essentials of using modern technology effortlessly to enhance verbal communication
CO3	To introduce technically sound methods of written correspondence

Sem- II

Course: Principles of Marketing

CO1	To Use an understanding of marketing and the market driven enterprise to differentiate market? driven enterprises from non market driven enterprises in a market economy as a foundation for future course work and employer selection
CO2	To Identify some of the basic approaches to formulating a marketing strategy in order to participate effectively when working with marketing policy coordinators
CO3	To Identify key stages of the market planning process in order to create marketing plans through development of key sections common to most plans

Course: Foundation Course I

CO1	To Understand the concepts of liberalization, privatization and globalization; Growth of information technology and communication and its impact manifested in everyday life; Impact of globalization on industry: changes in employment and increasing migration; Changes in agrarian sector due to globalization; rise in corporate farming and increase in farmers' suicides
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Course: Principles Of Management

CO1	To learn practical knowledge planning, Organising, Implementing, staffing, coordinating, Controlling, Motivating and other area of Management
CO2	To understand the Development of Human skills and conceptual skills as per industry requirements as understanding of various functions of Management.
CO3	To understand basic management skills useful in industries as well as how business organizations work

Course: Industrial Law

CO1	To develop an understanding of the law and social responsibility relevant to managing an organization domestically and internationally
CO2	To explain the corporate governance system, including the law related to agency.
CO3	To explain how those in control of the organization's assets, operations and management take into consideration the company's local and global impacts on society in their decision making.

Course: Business Environment

CO1	To understand the sum or collection of all internal and external factors such as employees, customers needs and expectations, supply and demand, management, clients, suppliers, owners, activities by government, innovation in technology, social trends, market trends, economic changes, etc
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Course: Business Communication

CO1	To learn the theoretical aspects of day-to-day workings of a business organization
CO2	To be aware of job market expectations and accordingly vital tips for personality development are given
CO3	To enhance their knowledge of written business correspondence through the art of letter writing

Course: Business Mathematics

CO1	To Appreciate business mathematics concepts that are encountered in the real world, understand and be able to communicate the underlying business concepts and mathematics involved to help another person gain insight into the situation
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CO2	To Work with simple and compound interest, annuities, payroll preparation, pricing, invoice preparation, trade discounts, taxes, and depreciation problems in various situations and use correct mathematical terminology, notation, and symbolic processes in order to be prepared for future coursework in business and mathematics that requires the use of and an understanding of the concepts of business mathematics
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Course: Foundation Course NSS II

CO1	To understand the planning to be done for special camp
CO2	To understand the structure of government organizations

Course: Foundation Course NCC I

CO1	To understand the basics of ndma & civil administration
CO2	To learn health and Hygiene, problems & prevention and Control CO PO Mapping

Course: Foundation Course PE II

CO1	To Apply Knowledge of PE for Sports Games
CO2	To learn health and Hygiene, problems & prevention and Control

Sem-III

Course: Organisation Behaviour & HRM

CO1	To familiarize the learners with the fundamental aspects of Various issues associated with Human Resource Management as a whole.
CO2	To give a comprehensive overview of Organization Behaviour as a separate area of management
CO3	To introduce the basic concepts, functions and processes & create an awareness of the role, functions and functioning of Human Resource Management & OB

Course: Foundation Course – Environment Management

CO1	To understand the Concept and water cycle, Ecosystem & Ecology; Food chain, food web & Energy flow pyramid
CO2	To understand what is Environmental clearance for establishing and operating Industries in India
CO3	To study Innovative Business Models: Eco-tourism, Green marketing, Organic farming, Eco Friendly packaging, Waste management projects for profits other business projects for greener future

Course: Foundation Course – PE III

CO1	Understand the wholesome development of the human being through various theories of physical Education
CO2	Articulate the scientific relationship of physical Education with other related science CO PO Mapping

Course: Foundation Course – Nss III

CO1	To understand the concept of gender sensitivity
CO2	To understand the concept of Hygiene & how to maintain

Course: Foundation Course – NCC III

C01	Learner would able to understand the concept leadership, risk management
C02	Learner would able to understand the how to maintain the physical, mental & psychology of themselves

Course: Corporate Finance

C01	The objective is 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.
C02	The Course aims at explaining core concepts of corporate finance and its importance in managing a business.
C03	To provide understanding of nature, importance, structure of corporate finance related areas and to impart knowledge regarding source of finance for a business.

Course: Consumer Behaviour

C01	To develop an understanding about the consumer decision making process and its applications in marketing function of firms
C02	To equip undergraduate learners with basic knowledge about issues and dimensions of Consumer Behaviour and learners are expected to develop the skill of understanding and analysing consumer information and using it to create consumer- oriented marketing strategies

Course: Business Planning And Entrepreneurship Management

C01	To introduce Entrepreneurship to budding managers
C02	To develop entrepreneurs &to prepare learners to take the responsibility of full line of management function of a company with special reference to SME sector

Course: Basics of Financial Services

C01	The course aims at explaining the core concepts of business finance and its importance in managing a business
C02	The objectives of develop a conceptual framework of finance functions and to acquaint the participants with the tools, types, instruments of financial system in the realm of Indian Financial Market

Course: Recruitment And Selection

C01	To familiarize the learners with concepts and principles, procedure of Recruitment and Selection in an organization
C02	To give an in-depth insight into various aspects of Human Resource management and make the learners get acquainted with practical aspect of the subject

Course: Advertising

C01	To understand and examine the growing importance of advertising.
C02	To Understand the construction of an effective advertisement, understand the construction of an effective advertisement.
C03	To understand the role of advertising in contemporary scenario
C04	To Understand the future and career in advertising

Sem- IV

Course: Financial Institutions And Markets

CO1	The Course aims at providing the students basic knowledge about the structure, role and functioning of financial institutions and markets in the financial system in India
CO2	To inculcate understanding relating to managing of financial system

Course: Auditing

CO1	To enable students to get acquainted with the various concepts of auditing
CO2	To ensure students understand and practice the various techniques of auditing while managing their finances

Course: Integrated Marketing Communication

CO1	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
CO2	To understand the various tools of IMC and the importance of co-ordinating them for an effective marketing communication program

Course: Rural Marketing

CO1	The objective of this course is to explore the students to the Agriculture and Rural Marketing environment so that they can understand consumer's and marketing characteristics of the same for understanding and contributing to the emerging challenges in the upcoming global economic scenario
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Course: Training And Development In HRM

CO1	This paper is not pure academic oriented but practice based. It has been designed, keeping in view the needs of the organizations. Successful managerial performance depends on the individual's ability to observe, interpret the issues and modify his approach and behaviour. All organizations need to pay adequate attention to equip their employees. Rapid progress in technology has changed not only in the physical facilities but also in the abstract qualities required of the men who are using them. This paper will attempt to orient the students to tailor themselves to meet the specific needs of the organizations in training and development activities
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Course: Human Resource Planning And Information System

CO1	To Understand the Concept and Process of HRP
CO2	To Understand Ways of matching Job Requirements and Human Resource Availability
CO3	To Explore the concept of Strategic HRP
CO4	To Understand the applications of HRIS

Course: Information Technology In Business Management

CO1	To understand managerial decision-making and to develop perceptive of major functional area of MIS
CO2	To provide conceptual study of Enterprise Resource Planning, Supply Chain Management, Customer Relationship Management, Key issues in implementation. This module provides understanding about emerging MIS technologies like ERP, CRM, SCM and trends in enterprise applications
CO3	To learn and understand relationship between database management and data warehouse approaches the requirements and applications of data warehouse
CO4	To Learn outsourcing concepts. BPO/KPO industries, their structures, cloud computing

Course: Business Economics

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| CO1 | To study macro economics, data and theory |
| CO2 | To make learners understand money inflation, monetary policy, fiscal policy |
| CO3 | To study issues of international trade |

Course: Business Research Methods

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| CO1 | To inculcate the analytical abilities and research skills among the learners |
| CO2 | To give hands on experience and learning in Business Research |

Course: Foundation Course – Ethics And Governance

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| CO1 | To understand significance of ethics and ethical practices in businesses which are indispensable for progress of a country |
| CO2 | To learn the applicability of ethics in functional areas like marketing, finance and human resource management |
| CO3 | To understand the emerging need and growing importance of good governance and CSR by organisations |
| CO4 | To study the ethical business practices, CSR and Corporate Governance practiced by various organisations |

Course: Production & Total Quality Management

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| CO1 | To acquaint learners with the basic management decisions with respect to production and quality management |
| CO2 | To make the learners understand the designing aspect of production systems |
| CO3 | To enable the learners apply what they have learnt theoretically |

SEM-V

Course: Investment Analysis And Portfolio Management

C01	To acquaint the learners with various concepts of finance
C02	To understand its correlation with practical world
C03	To understand various models and techniques of security and portfolio analysis

Course: Wealth Management

C01	To provide an overview of various aspects related to wealth management
C02	To study the relevance and importance of Insurance in wealth management
C03	To acquaint the learners with issues related to taxation in wealth management
C04	To understand various components of retirement planning

Course: Risk Management

C01	To familiarize the learners with the fundamental aspects of risk management and control
C02	To give a comprehensive overview of risk governance and assurance with special reference to insurance sector
C03	To introduce the basic concepts, functions, process, techniques of risk management

Course: Direct Tax

C01	To understand the provisions of determining residential status of individual
C02	To study various heads of income
C03	To study deductions from total income
C04	To compute taxable income of Individuals

Course: Service Marketing

CO1	To understand distinctive features of services and key elements in services marketing
CO2	To provide insight into ways to improve service
CO3	To Understand marketing of different services in Indian Context

Course: Ecommerce And Digital Marketing

CO1	To understand increasing significance of E- Commerce and its applications in Business and Various Sectors
CO2	To provide an insight on Digital Marketing activities on various Social Media platforms and its emerging significance in Business
CO3	To understand Latest Trends and Practices in E- Commerce and Digital Marketing, along with its Challenges and Opportunities for an Organisation

Course: Sales And Distribution Management

CO1	To develop understanding of the sales & distribution processes in organizations
CO2	To get familiarized with concepts, approaches and the practical aspects of the key decision making variables in sales management and distribution channel management

Course: Customer Relationship Management

CO1	To understand concept of Customer Relationship Management (CRM) and implementation of Customer Relationship Management
CO2	To provide insight into CRM marketing initiatives, customer service and designing CRM strategy
CO3	To understand new trends in CRM, challenges and opportunities for organizations

Course: Strategic HRM And HR Polices

CO1	To understand human resource management from a strategic perspective
CO2	To link the HRM functions to corporate strategies in order to understand HR as a strategic resource
CO3	To understand the relationship between strategic human resource management and organizational performance
CO4	To apply the theories and concepts relevant to strategic human resource management in contemporary organizations
CO5	To understand the purpose and process of developing Human Resource Policies

Course: Performance Mgmt. & Career Planning

CO1	To understand the concept of performance management in organizations
CO2	To review performance appraisal systems
CO3	To understand the significance of career planning and practices

Course: Talent & Competency Management

CO1	To understand key talent management & competency management concepts
CO2	To understand the concept and importance of competency mapping
CO3	To understand the role of talent management and competency management in building sustainable competitive advantage to an organization
CO4	To know the ethical and legal obligations associated with talent management

Course: Stress Management

C01	Understand the basic principles of stress management
C02	Recognize your stress triggers and how to manage them
C03	Develop proactive responses to stressful situations

Course: Logistics And Supply Chain Management

C01	To provide learners with basic understanding of concepts of logistics and supply chain management
C02	To introduce learners to the key activities performed by the logistics function
C03	To provide an insight into the nature of supply chain, its functions and supply chain system
C04	To understand global trends in logistics and supply chain management

Course: Corporate Communication And Public Relations

C01	To provide the learners with basic understanding of the concepts of corporate communication and PR
C02	To introduce various elements of Corporate communication and consider their roles in managing organisations
C03	To examine how various elements of corporate communication must be coordinated to communicate effectively
C04	To develop critical understanding of the different practices associated with corporate communication

Sem-VI

Course: International Finance

C01	To Familiarize the student with the fundamental aspects of various issues associated with International Finance
C02	To Give comprehensive overview of International Finance as a separate area in International Business
C03	To Introduce the basic concepts, functions, process, techniques, and create an awareness of the role, functions and functioning of International Finance in this Globalised Market
C04	To Introduce the students to Risk Management and International Tax Environment

Course: Innovative Financial Services

C01	To Familiarize with fundamental aspects of various issues associated with various financial services
C02	To give a comprehensive overview of emerging financial services in the light of globalization
C03	To introduce basic concepts, functions, process, techniques and create an awareness of the role, functions and functioning of financial services
C04	To Introduce basic concepts like consumer finance and credit rating

Course: Project Management

C01	The objective of this course is to familiarize the learners with the fundamental aspects of various issues associated with Project Management
C02	To give a comprehensive overview of Project Management as a separate area of Management
C03	To introduce the basic concepts, functions, process, techniques and create an awareness of the role, functions and functioning of Project Management

Course: Indirect Tax

C01	To Understand the basics of GST
C02	To Study the registration and computation of GST
C03	To Acquaint the students with filing of returns in GST
C04	To Acquaint the students with various concepts of supply under GST and CGST

Course: Brand Management Asst

C01	To understand the meaning and significance of Brand Management.
C02	To know how to build, sustain and grow brands
C03	To know various sources of brand equity
C04	To understand, measure and interpret Brand Performance

Course: Retail Management

C01	To provide understanding of retail management and types of retailers
C02	To develop an understanding of retail management terminology including merchandize management, store management and retail strategy
C03	To acquaint the learners with legal and ethical aspects of retail management
C04	To provide Understanding of retail management and types of retailers

Course: International Marketing

C01	To understand International Marketing, its Advantages and Challenges
C02	To provide an insight on the dynamics of International Marketing Environment
C03	To understand the relevance of International Marketing Mix decisions and recent developments in Global Market
C04	To understand developments in International Marketing

Course: Media Planning And Management

C01	To understand Media Planning, Strategy and Management with reference to current business scenario
C02	To know the basic characteristics of all media to ensure most effective use of advertising budget
C03	To provide an insight on Media Planning, Budgeting, Scheduling and Evaluating the Different Media Buys

Course: HRM In Global Perspective

C01	To introduce the learners to the study and practice of IHRM
C02	To understand the concepts, theoretical framework and issues of HRM in Global Perspective
C03	To get insights of the concepts of Expatriates and Repatriates
C04	To find out cross culture on human resource management

Course: Workforce Diversity

C01	To Understand the nature of workforce diversity
C02	To familiarize the learners with the strategies to deal with work force diversity
C03	To understand the impact of technology in managing workforce diversity
C04	To be able to interlink between workforce diversity and HRM functions

Course: HRM In Service Sector Management

C01	To understand how to manage human resources in service sector
C02	To Understand the concept and growing importance of HRM in service Sector
C03	To understand the significance of human element in creating customer satisfaction through service quality
C04	To understand the Issues and Challenges of HR in various service sectors

Course: Indian Ethos In Management

CO1	To Understand the concept of Indian Ethos in Management
CO2	To link the Traditional Management system to Modern management System
CO3	To Understand the Techniques of Stress Management
CO4	To Understand the Evolution of Learning Systems in India

Course: Operations Research

CO1	To help learners to understand operations research methodologies
CO2	To Help learners to solve various problems practically
CO3	To make learners proficient in case analysis and interpretation
CO4	To understand the concept of Job Sequencing