



ST. ALOYSIUS COLLEGE(AUTONOMOUS), JABALPUR

Reaccredited 'A+' Grade by NAAC(CGPA:3.68/4.00)

College with Potential for Excellence by UGC

DST-FIST Supported & STAR College Scheme by DBT

Faculty of Commerce

Course Outcomes

Bachelor of Commerce (B.Com.)

SUBJECT: ACCOUNTING

B.Com. I Year

Paper- I: Financial Accounting

| CO No. | Course Outcomes | Cognitive Level* |
|--------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|
| CO-1 | To acquire knowledge and understanding of the principle and concepts of financial accounting and develop the skill required for the preparation of financial statement and accounts of various business area | U |
| CO-2 | Students will able to understand accounting concepts, principles and conventions; | U and AP |
| CO-3 | Students will knowledge of accounting, a basic understanding of accounting processes and the ability to prepare financial statements for Trading and Non-Trading entities. | U and AP |
| CO-4 | Students are able to understand the Accounting Standards (IAS or IFRS) | U |
| CO-5 | The student will be able to understand treatment of specific transaction of royalty and non-profit Organisation | Ap |
| CO-6 | To know the accounting system for Joint Venture /Consignment A/C | Ap |

Paper- II: Business Maths

| CO No. | Course Outcomes | Cognitive Level* |
|--------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|
| CO-1 | To familiarize students with the knowledge of fundamental mathematical tools like Ratio, Percentage, Commission, Profit and Loss, Interest, Average and its application in the Business and Commerce | U, An |
| CO-2 | Understand the application of Ratio, Proportion, Percentage and Commission | Ap, An |
| CO-3 | Compute the equations and make invoice | U |
| CO-4 | Understand Logarithm and Antilogarithm and compute SI and CI | U,Ap and An |
| CO-5 | Compute average and profit and loss | Ap |





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SUBJECT: ACCOUNTING

B.Com. II Year

Paper- I: Corporate Accounting

| CO No. | Course Outcomes | Cognitive Level* |
|--------|-----------------------------------------------------------------------------------------------------------------------------------------|------------------|
| CO-1 | Understand scope, nature and learn Accounting treatment of Issue and Forfeiture of shares, Redemption of Preference shares, Debentures. | R, U, Ap. |
| CO-2 | Understand scope, nature and learn Accounting treatment of Profit Prior to Incorporation, Final Account, and Managerial Remuneration. | R, U, Ap. |
| CO-3 | Understand scope, nature and learn Accounting treatment of Valuation of Goodwill, Shares and Final Account of Electric company. | R, U, Ap. |
| CO-4 | Understand scope, nature and learn accounting treatment of Holding company and Liquidation of companies. | R, U, Ap. |
| CO-5 | Understand scope, nature and learn accounting treatment of Amalgamation of companies and Internal Reconstruction of companies. | R, U, Ap. |

Paper- II: Cost Accounting

| CO No. | Course Outcomes | Cognitive Level* |
|--------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|
| CO-1 | This course exposes students to a broad range of cost accounting concepts and their terminology, identification and determination of cost behaviour. Student will be able to define and apply allocation of overhead also | U, Ap and An |
| CO-2 | It will help to define and apply allocation of overheads | Ap |
| CO-3 | understand cost sheet and overhead costing | U |
| CO-4 | Analyze the situation of industry and company with Marginal Costing and BEP | An |
| CO-5 | Learn contract and job costing | U |





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SUBJECT: ACCOUNTING

B.Com. III Year

Paper- I: Income Tax law and Practice

| CO No. | Course Outcomes | Cognitive Level* |
|--------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|
| CO-1 | Learning objectives upon completing income tax law and practice entails knowledge of the concepts, principles and provisions of taxation of individuals and small business. It will enable students to assess total income and compute tax liability | U, An and Ap |
| CO-2 | Understand scope and nature of Income Tax Law and learn provision of Residence and Tax Liability | R, U, Ap. |
| CO-3 | Understand scope, nature and learn provision of Income from Salary and House property. | R, U, Ap. |
| CO-4 | Understand scope, nature and learn provision of Income from Business or Profession, Capital Gain and Other sources. | R, U, Ap. |
| CO-5 | Understand scope, nature and learn provision of Taxable Income of Individual and Tax liability. | R, U, Ap. |
| CO -6 | Understand scope, nature and learn provision of Assessment, Advance Tax, TDS, Penalties | R, U, Ap., E. |

Paper- II: Goods and Service Tax

| CO No. | Course Outcomes | Cognitive Level* |
|--------|-------------------------------------------------------------------------|------------------|
| CO-1 | Know about meaning, terms and general provision of GST. | R |
| CO-2 | Understand about taxable value of goods and supply and input tax credit | U |
| CO-3 | Understand about composition scheme and job work. | U |
| CO-4 | Compute taxable value and tax liability of IGST and Customs duty | U, Ap. |





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SUBJECT: MANAGEMENT

B.Com. I Year

Paper- I: Business Law

| CO No. | Course Outcomes | Cognitive Level* |
|--------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|
| CO-1 | On completion of the course, students will be able to understand elements of contract, Importance of Business Ethics thereby acquiring an understanding of legal aspects of the law affecting businesses | U, Ap |
| CO-2 | Explain the rules regarding Indian Contract Act | An |
| CO-3 | Describe the Remedies available in case of breach of contract and Elucidate Special Contracts | E |
| CO-4 | Recognise the rules pertaining to Negotiable instrument act and formation of Limited Liability Partnership | R |
| CO-5 | Recall the main provisions of Consumer Protection Act | R |

Paper- II: Business Organisation and Communication

| CO No. | Course Outcomes | Cognitive Level* |
|--------|-----------------------------------------------------------------------------------------------------------------|------------------|
| CO-1 | Define Business Organisation, components, stages of promotion and its types. | U |
| CO-2 | Understand various forms of Business Organisation and various factors pertaining to size, location, and layout. | An |
| CO-3 | Explain the concept, direction and importance of communication. | R |
| CO-4 | Discuss the various forms of communication and its barriers | E |
| CO-5 | Explain the various modern ways of communication and International Communication. | U |





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SUBJECT: MANAGEMENT

B.Com. II Year

Paper- I: Principle of Statistics

| CO No. | Course Outcomes | Cognitive Level* |
|--------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| CO-1 | To make the students understand the utility of statistics, familiarize them with the application of basic statistical tools used to summarize and analyse quantitative information for decision making. The student would develop competence to use averages, measures of variation, correlation and regression coefficients | U, An, Ap, E and R |
| CO-2 | CO No. Expected Course Outcomes Cognitive Level | U & R |
| CO-3 | Understand Significance and Scope Statistics, Primary and Secondary Data, Methods of Sampling | U & E |
| CO-4 | Compute Mean, Median, Mode and Quartiles | Ap & An |
| CO-5 | Computation of Dispersion, Skewness and Time series | Ap &; An |
| CO-6 | Computation of Index Number | |

Paper- II: Principle of Management

| CO No. | Course Outcomes | Cognitive Level* |
|--------|-------------------------------------------------------------------------------|------------------|
| CO-1 | Knowledge of principles of management and school of management thoughts | U and R |
| CO-2 | Understand significance of planning, aiding decision making. | U and Ap |
| CO-3 | Understanding types of organization and relevance of CSR and green management | U, An and Ap |
| CO-4 | Use of management tools like coordination in rational decision making. | U and Ap |
| CO-5 | Understand need of controlling and significance of staffing in management | U and Ap |





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SUBJECT: MANAGEMENT

B.Com. III Year

Paper- I: Auditing

| CO No. | Course Outcomes | Cognitive Level* |
|--------|-----------------------------------------------------------------------|------------------|
| CO-1 | Introduction to audit, types and understanding audit working papers. | U, R |
| CO-2 | Understanding audit procedure of internal check and internal control. | U, An |
| CO-3 | Learning about verification of assets and liabilities | U, An |
| CO-4 | Understanding provisions of appointment of auditor and audit report. | U, R |
| CO-5 | Understanding investigation and knowing about special audit | U, R |

Paper- II: Management Accounting

| CO No. | Course Outcomes | Cognitive Level* |
|--------|----------------------------------------------------------------------------------------------------------------------------------------------------|------------------|
| CO-1 | Explain the application of management accounting and the various tools used ; Make inter-firm and inter-period comparison, of financial statements | U |
| CO-2 | Analyze the financial statement using various ratios, Prepare Fund Flow Statement and Cash Flow Statement, | U & An |
| CO-3 | Calculation of Variances & Interpretations of Inter Process Transfers | U & An |
| CO-4 | Decision Making Procedure under Marginal Costing | U & An |
| CO-5 | Prepare different budgets for the business | U & An |





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SUBJECT: APPLIED ECONOMICS

B.Com. I Year

Paper- I: Micro Economics

| CO No. | Course Outcomes | Cognitive Level* |
|--------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|
| CO-1 | The course explains the way in which various decision making units in the economy (individuals and firms) make their consumption and production decisions. It will familiarise the learners with laws of demand and supply various types of markets | U |
| CO-2 | Understand to the fundamental conceptual foundations and methodology of Micro Economics. | U |
| CO-3 | Understand the demand, elasticity of demand and analyze the behavior of consumers in terms of the demand for products. | U, An |
| CO-4 | Learn production function and apply in analysis of firm. Understand the concepts of cost, nature of production and its relationship to Business operations | U, Ap |
| CO-5 | Understand the market structure and analyze operations of markets under varying competitive conditions. | U, An |

Paper- II: Macro Economics

| CO No. | Course Outcomes | Cognitive Level* |
|--------|---------------------------------------------------------------------------------------------------------------------|------------------|
| CO-1 | Explain the concepts of Macroeconomics and its interrelation with Microeconomics. | U |
| CO-2 | Students are expected to learn the relationship and ideas in measurement of National Income. | U and An |
| CO-3 | Associate the current economic phenomenon with existing theory and put their views on contemporary economic issues. | U and Ap |
| CO-4 | Apply the principle of Macroeconomics in explaining the monetary theories at national as well as global level. | U |
| CO-5 | To impart knowledge regarding the formulation and implementation of industrial policies. | U |





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SUBJECT: APPLIED ECONOMICS

B.Com. II Year

Paper- I: Indian Companies Act

| CO No. | Course Outcomes | Cognitive Level* |
|--------|--------------------------------------------------------------------------------------------------------------|------------------|
| CO-1 | Recall the concepts of company and classify its types of Companies. | U |
| CO-2 | Remember the procedure of incorporation of company. | U |
| CO-3 | Explain the important statutory documents of a Company. | U |
| CO-4 | Discuss the legal provisions relating to alter the contents of the statutory documents of a company. | An |
| CO-5 | Elucidate the administration setup of a company. | U |
| CO-6 | Discuss various meetings of the company. | U |
| CO-7 | Explain different types of winding up of a company and legal provisions relating to winding up of a company. | U |

Paper- II: Banking and Insurance

| CO No. | Course Outcomes | Cognitive Level* |
|--------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| CO-1 | On completion of the course, student will be able to demonstrate an awareness of law and practice in a banking context and evaluate the functions and powers of Reserve Bank of India and its role in controlling bank. | U, R, E, Ap and An |
| CO-1 | Remember the concepts of commercial banks, Indian banking and evaluate the functions of credit control by RBI. | R, E |
| CO-2 | Understand the Deposit Mobilization, Investment Management and to analyze risks and financial problems, | U, An |
| CO-3 | Understand the recent trends in e banking and Indian Financial network. | U |
| CO-4 | Understand the importance, principals, provisions of life insurance policies, general insurance policies and apply them | U, Ap |





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SUBJECT: APPLIED ECONOMICS

B.Com. III Year

Paper- I: Public Finance

| CO No. | Course Outcomes | Cognitive Level* |
|--------|---------------------------------------------------------------------------------------------------------------------------------------------|------------------|
| CO-1 | Understand scope and nature of public finance and learn principle of maximum social advantage/ | U, An. |
| CO-2 | Learn about the sources of public revenues and understand impact of incidence of taxation production function and apply in analysis of firm | U, An |
| CO-3 | Learn about principles and effect of public expenditure and understand budget and allied components | R, U, An |
| CO-4 | Know the Role of financial institutions, recent Central and state budgets | U, E |

Paper- II: Financial Management

| CO No. | Course Outcomes | Cognitive Level* |
|--------|----------------------------------------------------------------------------------|------------------|
| CO-1 | Explain the importance of Financial Management & describe the sources of finance | U & R |
| CO-2 | Explain the factors determining capital structure | U & E |
| CO-3 | Evaluate investment alternatives by using various evaluation methods | U |
| CO-4 | Computation of Cost of Capital | U & An |
| CO-5 | Calculation of Working Capital Requirement | U & An |





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SUBJECT: TAX PROCEDURE AND PRACTICES

B.Com. I Year

Paper- I: Indian Tax System and Income Tax

| CO No. | Course Outcomes | Cognitive Level* |
|--------|-------------------------------------------------------------------------------------------------------------------------------|------------------|
| CO-1 | To provide the basic knowledge of sources of public revenue and to acquaint the students with the system of taxation in India | U, An & Ap |
| CO-2 | Understand the concept of tax and its types. | U |
| CO-3 | Understand the basis of implementation of tax in India. | U |
| CO-4 | Ascertain the taxable income of a salaried person | Ap |
| CO-5 | Understand the concept of house property income & business/profession with tax incidence. | U |
| CO-6 | Analyse the exemptions from capital gains & types of other sources income. | An |

Paper- II: Goods and Service Tax

| CO No. | Course Outcomes | Cognitive Level* |
|--------|-----------------------------------------------------------------------------------------------------------|------------------|
| CO-1 | Understand various provisions of GST law. The learner will be able compute GST for Traders and Suppliers. | U, Ap |
| CO-2 | Understand the concepts and provisions of Goods and Services Tax | U |
| CO-3 | Understand the concept and of Supply | U |
| CO-4 | Examine the Tax Liability of Manufacturers, Traders and Service Providers. | U |
| CO-5 | Compute the tax liability of Composition dealers. | R |





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SUBJECT: TAX PROCEDURE AND PRACTICES

B.Com. II Year

Paper- I: Income Tax Law and Practice

| CO No. | Course Outcomes | Cognitive Level* |
|--------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|
| CO-1 | The course will provide practical knowledge of income tax and will enable application of various provisions of income tax act for tax calculation. Upon the successful completion of this course, students will be equipped with the concepts of income tax laws in India and will be able to file Income Tax Returns. | U, Ap and R |
| CO-1 | Will understand the provisions of setting-off & carry forward of losses while calculating GTI. | U |
| CO-2 | Helps to minimize taxable income and tax liability by various deductions. | U |
| CO-3 | Will be helpful to fill & file the various ITR forms | An |
| CO-4 | Analyze the imposition of income tax on HUF & a Partnership firm | An |
| CO-5 | Will be able to understand the income tax provisions to calculate tax liability on a Company & Co-operative Society | An |

Paper- II: Goods and Service Tax

| CO No. | Course Outcomes | Cognitive Level* |
|--------|----------------------------------------------------------------------------------------------------------|------------------|
| CO-1 | Understand various provisions of GST law. The learner will be able compute GST for Traders and Suppliers | U, An, Ap, and E |
| CO-1 | Recall GST concepts and prepare Tax Invoice | U, Ap |
| CO-2 | Understand the provisions of payment of tax and compute the net liability | U, An |
| CO-3 | Perceive knowledge on the pattern of Returns filed under GST. | U |
| CO-4 | Understand the principles of IGST and examine the tax liability under IGST. | E |
| CO-5 | Develop taxation skills and be employable in business organizations. | Ap |





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SUBJECT: TAX PROCEDURE AND PRACTICES

B.Com. III Year

Paper- I: Central, Provincial and Local Tax

| CO No. | Course Outcomes | Cognitive Level* |
|--------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|
| CO-1 | The course will provide practical knowledge of income tax and will enable application of various provisions of income tax act for tax calculation. Upon the successful completion of this course, students will be equipped with the concepts of income tax laws in India and will be able to file Income Tax Returns. | U, Ap and R |
| CO-1 | Will understand the provisions of setting-off & carry forward of losses while calculating GTI. | U |
| CO-2 | Helps to minimize taxable income and tax liability by various deductions. | U |
| CO-3 | Will be helpful to fill & file the various ITR forms | An |
| CO-4 | Analyze the imposition of income tax on HUF & a Partnership firm | An |
| CO-5 | Will be able to understand the income tax provisions to calculate tax liability on a Company & Co-operative Society | An |

Paper- II: Tax Planning

| CO No. | Course Outcomes | Cognitive Level* |
|--------|-----------------|------------------|
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SUBJECT: COMPUTER APPLICATION

B.Com. I Year

Paper- I: Computer Fundamentals and C Programming

| CO No. | Course Outcomes | Cognitive Level* |
|--------|---------------------------------------------------------------------------------------------------------------------------------------|------------------|
| CO-1 | Students get familiar with basics of computers and its working, students also able to distinguished between hardware and software | U,R |
| CO-2 | Students get the knowledge of various data representation of computer system like binary, decimal and hexadecimal | U,R |
| CO-3 | Students able to make the flowchart and algorithm for the real world problems | U |
| CO-4 | On completion of the course, students will be able to understand how to create programs, develop algorithms for mathematical problems | U, An, C |

Paper- II: Office Automation and Desktop publishing

| CO No. | Course Outcomes | Cognitive Level* |
|--------|----------------------------------------------------------------------------------------------------------------------------------|------------------|
| CO-1 | Students able to prepare office documents and use application software to solve business problems | U,R |
| CO-2 | Students able to develop tabulation sheets using Ms-Excel and able to calculate and solve statistical and mathematical problems. | U,R,An |
| CO-3 | Students can able to create and manage databases using MS-Access. Students can easily run the queries. | U,R |
| CO-4 | Students get familiar with designing and presentation skill. Able to create presentation using animation. | U,R |





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SUBJECT: COMPUTER APPLICATION

B.Com. II Year

Paper- I: Object Oriented Programming & Operating system Concepts

| CO No. | Course Outcomes | Cognitive Level* |
|--------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|
| CO-1 | Students get familiar with the concept of object oriented programming and able to design the algorithm based on OOPs concept | U, R |
| CO-2 | Able to create class, functions and execute the programs using objects | U, R, C |
| CO-3 | Able to get familiar with concepts of CPU scheduling and its processing. Able to understand the concept of virtual memory, memory segmentation and fragmentation | U |
| CO-4 | Able to get the concepts of dynamic memory allocation, thrashing and physical structure of disk. | U, An, C |

Paper- II: Relational Database Management System and Computer Networks

| CO No. | Course Outcomes | Cognitive Level* |
|--------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|
| CO-1 | Students get familiar with the concepts of database creation and its management. | U, R |
| CO-2 | Students can get the knowledge of tables, views and indexes in the form of queries and able to implement data definition language, data manipulation language, and data control language. | U, R |
| CO-3 | Students can able to get the concept of computer networks, types of networks and data communication concepts. | U |
| CO-4 | Students get the concepts of communication models. OSI and TCP/IP models comparison and concepts | U, An, C |





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SUBJECT: COMPUTER APPLICATION

B.Com. II Year

Paper- I: Webpage Programming using PHP

| CO No. | Course Outcomes | Cognitive Level* |
|--------|---------------------------------------------------------------------------------------------------------------------------------------------|------------------|
| CO-1 | Students get the knowledge of static and dynamic webpages, HTML basic concepts and html forms. | U, R |
| CO-2 | Students can get the knowledge of designing webpage using CSS and JavaScript | U, R |
| CO-3 | Students can develop web based application using PHP and MySql. | U |
| CO-4 | Students get the knowledge of creating database for website, managing the database and creating connection of php code with mysql database. | U, An, C |

Paper- II: Cyber Security and Software Engineering

| CO No. | Course Outcomes | Cognitive Level* |
|--------|----------------------------------------------------------------------------------|------------------|
| CO-1 | Provide security of the data over the network. | U, R |
| CO-2 | Do research in the emerging areas of cryptography and network security. | U, R |
| CO-3 | Basic knowledge and understanding of the analysis and design of complex systems. | U |
| CO-4 | Ability to apply software engineering principles and techniques. | U, An, C |
| CO-5 | To produce efficient, reliable, robust and cost-effective software solutions. | U, An, C |





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COURSE: B.B.A.

B.B.A. I Year

Paper- I: Principles of Management

| CO No. | Course Outcomes | Cognitive Level* |
|--------|-------------------------------------------------------------------------------------------------|------------------|
| CO-1 | Identify the key contributors and their contributions in the development of management thoughts | R, U |
| CO-2 | Explain the significance and stages of the planning Process. | Ap, U |
| CO-3 | Describe common organizational structures and their advantages and disadvantages | Ap, U |
| CO-4 | Elaborate the importance of employee motivation in an organization | Ap, An |
| CO-5 | Describe the method and significance for Control and Coordination | Ap, An |

Paper- II: Communication Skills

| CO No. | Course Outcomes | Cognitive Level* |
|--------|---------------------------------------------------------------------------------------------------------------------------------|------------------|
| CO-1 | Define the concept of business communication and illustrate the the nature, channels, barriers and types of communication. | R, Ap |
| CO-2 | Understand the necessity of public speech and negotiation skills. | U, Ap |
| CO-3 | Understand the necessity of nonverbal communication and presentation skills. | U, Ap |
| CO-4 | Infer the importance of office and corporate communication via written and oral. | R, Ap |
| CO-5 | Illustrate the concept of business correspondence and write business letters, newsletter, report writing and business proposal. | R, U, Ap |





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COURSE: B.B.A.

B.B.A. I Year

Paper- III: Micro Economics

| CO No. | Course Outcomes | Cognitive Level* |
|--------|-------------------------------------------------------------------------------------------------------------------------|------------------|
| CO-1 | Explain the nature and importance of the study of Economics and its relevance in business. | R, E |
| CO-2 | Illustrate the concept of demand, supply, laws of demand and supply and concept of elasticity. | An |
| CO-3 | Analyse utility and Recall the cardinal and ordinal analysis of utility. | R |
| CO-4 | Understand the concept and types of cost. factors of production and state modern theories of rent, profit and interest. | U, E |
| CO-5 | Understand the concept of national income, and various types of market structures and trade cycle. | U |

Paper- IV: Business Statistics

| CO No. | Course Outcomes | Cognitive Level* |
|--------|------------------------------------------------------------------------------------------------------------------|------------------|
| CO-1 | Understand and implement the basic concept of statistics. | U |
| CO-2 | Illustrate the concept and application of measures of central tendencies. | Ap |
| CO-3 | Understand the process of collection and presentation of data. | R |
| CO-4 | Utilize various measures of variation and time series analysis in practical problems of business and management. | Ap |
| Co-5 | Infer the applicability of correlation and regression analysis and interpret index numbers. | An |





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COURSE: B.B.A.

B.B.A. I Year

Paper- V: Financial Accounting

| CO No. | Course Outcomes | Cognitive Level* |
|--------|-----------------------------------------------------------------------------------------------------------------------|------------------|
| CO-1 | Understand the concepts and principle of basics of accounting , Use and applicability of various accounting standards | U, Ap |
| CO-2 | Prepares the preliminary accounts in various books of accounts and also summarize them | Ap |
| CO-3 | Knowledge of preparing Final a/c and interpret the result | E |
| CO-4 | Understand the procedure of making Branch and departmental a/c and drawing royalty a/c | U |
| CO-5 | Knowledge of preparation of different types of budget and illustrate hire purchase system | U, Ap |

Paper- VI: Business Mathematics

| CO No. | Course Outcomes | Cognitive Level* |
|--------|------------------------------------------------------------------------------|------------------|
| CO-1 | Illustrate the concepts of sets and its operations | U, Ap |
| CO-2 | Understand the concept of linear equations and formulation in different area | U, Ap, An |
| CO-3 | Illustrate the concepts of Matrix , inverse matrix and its applications | R, U, Ap |
| CO-4 | Understand the construction of rule and calculate its derivatives | R, C, E |
| CO-5 | Understand to calculate anti derivatives and maxima and minima. | Ap, An, E |





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COURSE: B.B.A.

B.B.A. II Year

Paper- I: Marketing Management

| CO No. | Course Outcomes | Cognitive Level* |
|--------|------------------------------------------------------------------------------------------------------------|------------------|
| CO-1 | Express the concept and application of marketing principles. | U |
| CO-2 | Examine the market segmentation followed by companies | E |
| CO-3 | Understands the applicability and significance of marketing research for successful operation of business. | U, Ap |
| CO-4 | Understand various dimensions of product mix. | U |
| CO-5 | Prepare the proper blend of promotional tools for marketing of goods and services. | C |

Paper- II: Marketing Management

| CO No. | Course Outcomes | Cognitive Level* |
|--------|------------------------------------------------------------------------------------------------------------|------------------|
| CO-1 | Express the concept and application of marketing principles. | U |
| CO-2 | Examine the market segmentation followed by companies | E |
| CO-3 | Understands the applicability and significance of marketing research for successful operation of business. | U, Ap |
| CO-4 | Understand various dimensions of product mix. | U |
| CO-5 | Prepare the proper blend of promotional tools for marketing of goods and services. | C |





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COURSE: B.B.A.

B.B.A. II Year

Paper- III: Financial Management

| CO No. | Course Outcomes | Cognitive Level* |
|--------|-------------------------------------------------------------------------------|------------------|
| CO-1 | Understand the basics of finance and able to find out the time value of money | U |
| CO-2 | Analyze and interpret the financial statement which helps in decision making | An |
| CO-3 | Assessing the working capital requirement and demonstrate the leverages. | E |
| CO-4 | Analyze the investment appraisal techniques and demonstrate the CAPM model | An |
| CO-5 | Understand the capital structure and dividend policy techniques. | U |

Paper- IV: Project Management

| CO No. | Course Outcomes | Cognitive Level* |
|--------|--------------------------------------------------------------------------------------------------|------------------|
| CO-1 | Understand the various challenges and difficulties faced in the planning phase of projects | U |
| CO-2 | Learn how to analyze the market demand and situation and undertake social cost benefit analysis. | R, An |
| CO-3 | Understand the execution of multiple projects. | U, E |
| CO-4 | Learn how to overcome various constraints in project management. | E |
| CO-5 | Understand the time and cost overruns in project management. | An |





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COURSE: B.B.A.

B.B.A. II Year

Paper- V: Human Resource Management

| CO No. | Course Outcomes | Cognitive Level* |
|--------|---------------------------------------------------------------------------------------|------------------|
| CO-1 | Elaborate the basic concepts of Human Resource Management | R, U |
| CO-2 | Define effective strategies for recruitment and selection of qualified job applicants | Ap, An |
| CO-3 | Illustrate various techniques of training employed for improvement of performance | Ap, An |
| CO-4 | Describe the methods of wage incentive plan | Ap, U |
| CO-5 | Elaborate the importance of conflict resolution | Ap, U |

Paper- VI: Organizational Behaviour

| CO No. | Course Outcomes | Cognitive Level* |
|--------|------------------------------------------------------------------------------------------------------------------------------------------------|------------------|
| CO-1 | Understand the concept of Organisational behaviour in work environment and know about the implication of OB in today's organization work life. | R, An |
| CO-2 | Demonstrate the basic elements that shape human behaviour and its importance in managing work environment | R, ap |
| CO-3 | Demonstrate Leadership, its theories and Group Dynamics and its importance | U, Ap |
| CO-4 | Illustrate the concept and techniques of Stress Management and define Organizational Change and Development | R, U |
| CO-5 | Illustrate international dimension of Organisational Behaviour, and the management of cultural diversity in global platform | U, An, Ap |





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COURSE: B.B.A.

B.B.A. III Year

Paper- I: Entrepreneurship Development

| CO No. | Course Outcomes | Cognitive Level* |
|--------|-------------------------------------------------------------------------------------------------------------------------------|------------------|
| CO-1 | Describe the Entrepreneurship Development Process | R, U |
| CO-2 | Define the objective and Stages of Entrepreneurship | U |
| CO-3 | Describe the significance of innovation in entrepreneurship | Ap, An |
| CO-4 | Differentiate between idea generation and innovation | Ap, An |
| CO-5 | Develop financial plans for different types of clients based on the client's risk profiling, investment psychology life stage | Ap, An |

Paper- II: Management Information System

| CO No. | Course Outcomes | Cognitive Level* |
|--------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|
| CO-1 | Students will have an ability to analyse an organization management problem and will be able to identify solutions. | U |
| CO-2 | Students will have an ability to design, implement and evaluate a computing-based solution to meet a given set of computing requirements in the context of the organization's need. | Ap |
| CO-3 | Students will have an ability to support the delivery, use and management of information systems within an information systems environment. | An |

Paper- III: Business Environment

| CO No. | Course Outcomes | Cognitive Level* |
|--------|-------------------------------------------------------------------------------------------------------------------|------------------|
| CO-1 | Understand dimension of Business Environment, and the role of business environment. | U, An |
| CO-2 | Illustrate new and old economic and industrial policy. | R, U |
| CO-3 | Recognize the technological environment, its effects and techniques of adopting new technology. | An, C |
| CO-4 | Understand about the concept of culture and its role in business growth and profitability. | U, E |
| CO-5 | Understand about global business environment, global market and strategies adopted by companies in global market. | U, An, Ap |





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COURSE: B.B.A.

B.B.A. III Year

Paper- IV: Business Law

| CO No. | Course Outcomes | Cognitive Level* |
|--------|--------------------------------------------------------------------------------------|------------------|
| CO-1 | Analyse contract and define the business transactions as valid contracts | Ap, U |
| CO-2 | Recall the significance of consumer protection law for smooth conduct of business | R, Ap |
| CO-3 | Develop an understanding about legal formality related to incorporation of a company | U, Ap |
| CO-4 | Identify the legal aspects of transfer of property | U, Ap |
| CO-5 | Define various modes of negotiable instrument | Ap |

Elective (Marketing) Paper- V: Consumer Behaviour

| CO No. | Course Outcomes | Cognitive Level* |
|--------|------------------------------------------------------------------------------|------------------|
| CO-1 | Learn the concept and application of consumer behaviour in market. | R,U |
| CO-2 | Understand the various stages involved in consumer decision making process. | U, An |
| CO-3 | Express how consumer perceptions impact consumer behaviour. | E |
| CO-4 | Infer the product innovation diffusion and adoption process | An |
| CO-5 | Demonstrate the difference between consumer and industrial buying behaviour. | R,U |

Elective (Marketing) Paper- VI: Advertising Management & Sales Promotion

| CO No. | Course Outcomes | Cognitive Level* |
|--------|-----------------------------------------------------------------------------|------------------|
| CO-1 | Know the functions and relevance of advertising for marketers and consumers | U |
| CO-2 | Prepare effective advertising programme for promotion of goods and services | C, Ap |
| CO-3 | Undertake media planning, media selection and scheduling | Ap |
| CO-4 | Understand various consumer and trade-oriented sales promotion schemes | U, An |
| CO-5 | Implement and evaluate the various trade promotion schemes and programs | C, E |





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COURSE: B.B.A.

B.B.A. III Year

Elective (Finance) Paper- V: Working Capital Management

| CO No. | Course Outcomes | Cognitive Level* |
|--------|-----------------------------------------------------------------------------------------|------------------|
| CO-1 | Understand the basics of working capital management, defines risk and return trade offs | U, |
| CO-2 | Forecast the cash requirement of the business and defines various sources of cash | E |
| CO-3 | Assessing the working capital requirement and demonstrate the leverages. | E |
| CO-4 | Analyze the investment appraisal techniques and demonstrate the CAPM model | An |
| CO-5 | Understand the capital structure and dividend policy techniques. | U |

Elective (Finance) Paper- VI: Corporate Taxation

| CO No. | Course Outcomes | Cognitive Level* |
|--------|-----------------------------------------------------------------------------------------------------------------|------------------|
| CO-1 | Understand the basics of Indian Tax System and calculate taxable income under five heads | U, Ap |
| CO-2 | Understand the company's tax management, forecast advance payment of tax and analyse set the losses from profit | U, Ap |
| CO-3 | Understand the basics of tax planning, able to demonstrate the tax relief and rebates | E, An |
| CO-4 | Understand the administration and policies of tax and defines value added tax | U, E |
| CO-5 | Evaluate the decision-making ability while making corporate decision | E |





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COURSE: B.B.A.

B.B.A. III Year

Elective (Human Resource) Paper- V: Human Resource Development

| CO No. | Course Outcomes | Cognitive Level* |
|--------|---------------------------------------------------------------------------------------------------------------------------|------------------|
| CO-1 | Understand the theoretical framework of HRD | U |
| CO-2 | Recall the techniques and methods of modern employee training and development. | R, Ap |
| CO-3 | Recall the fundamental knowledge of performance appraisal, its various methods | R, Ap |
| CO-4 | Infer the administrative structure of HRD in organisations, its functions and strategies of coping organisational change. | R, U |
| CO-5 | Recall the concept and utility of HR audit, HRIS and total Quality Management. | R, An |

Elective (Human Resource) Paper- VI: Human Resource Development

| CO No. | Course Outcomes | Cognitive Level* |
|--------|---------------------------------------------------------------------------------------------------------------------------|------------------|
| CO-1 | Understand the theoretical framework of HRD | U |
| CO-2 | Recall the techniques and methods of modern employee training and development. | R, Ap |
| CO-3 | Recall the fundamental knowledge of performance appraisal, its various methods | R, Ap |
| CO-4 | Infer the administrative structure of HRD in organisations, its functions and strategies of coping organisational change. | R, U |
| CO-5 | Recall the concept and utility of HR audit, HRIS and total Quality Management. | R, An |



NOTE- Remembering- R Understanding- U Applying- Ap Analyzing- An Evaluating- E Creating- C