



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: MAJOR I

B.com. I Semester

Financial Accounting

CO No.	Course Outcomes	Cognitive Level
CO-1	To recall basic concept of accounting and to prepare final accounts with adjustment.	U
CO-2	To describe the methods of depreciation and compute depreciation of fixed assets.	AN and AP
CO-3	To Prepare accounts of royalty, investment, NPOs and consignment.	U and AP
CO-4	To understand and evaluate the complete process of accounting in partnership firm	AN & U
CO-5	To Equip with the knowledge of computerized accounting.To acquire conceptual knowledge of the basics of accounting.	AP





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SUBJECT: MINOR I

B.com. I Semester

Business Organization

CO No.	Course Outcomes	Cognitive Level
CO-1	To state the process to start a new business.	U & AP
CO-2	<i>To compare the structure and working of sole proprietorship and partnership business in India.</i>	Ev
CO-3	To illustrate the difference between public and private company	U & AN
CO-4	To sketch the functioning of co-operative societies.	AN
CO-5	To analyze various business combinations..	U & AN

SUBJECT: GENERAL ELECTIVE

B.com. I Semester

Elective : Banking & Insurance - I

CO No.	Course Outcomes	Cognitive Level
CO-1	<i>To list functions and importance of Indian commercial banks.</i>	R & U
CO-2	To identify important events in the history of Indian banking system.	AP
CO-3	To analyze functions performed by RBI and their impact on day-to-day life.	U & AN
CO-4	To differentiate amongst various account facilities provided by banks.	U & AP
CO-5	To Develop an understanding on the procedure and essential conditions to apply for different loans and advances..	AP

B.com. I Semester



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Elective : Advertising & Sales Promotion - I

CO No.	Course Outcomes	Cognitive Level
CO-1	To describe the basic concepts of advertisement..	U
CO-2	To evaluate the different media of Advertisement.	EV
CO-3	To explain the role of advertisement agencies and their selection.	U & AN
CO-4	To apply various means of advertisement in real business.	U & AP

B.com. I Semester

Elective : Business Economics - I

CO No.	Course Outcomes	Cognitive Level
CO-1	To understand the use of economic theory in business decision-making problems, to analyze traditional and modern definitions of economics.	U & AN
CO-2	To demonstrate an understanding, usage, and application of basic economic principles or laws, to understand the law of demand and how equilibrium price and quantity are determined.	U & AP
CO-3	To perform demand analysis to analyze the impact of economic events on Markets, to derive demand curves from utility functions and identify income and substitution effects.	AP & AN
CO-4	To demonstrate the measurement of demand and elasticity relative to changes in price, income, and price of substitute goods, to interpret the relation between a price change and elasticity.	U & AP
CO-5	To understand the meaning of marginal revenue and marginal cost and their relevance for firm profitability. To learn the Cost theory and equilibrium to Analyze the Cost and Revenue of a firm, to understand the major characteristics of different market structures.	U & AN

B.com. I Semester

Elective : Business Mathematics – I



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CO No.	Course Outcomes	Cognitive Level
CO-1	To recall the basic concepts of algebra and BODMAS.	U & AP
CO-2	To solve simultaneous equation related with business problems.	U & AP
CO-3	To describe the concept of logarithms and antilogarithms.	AP
CO-4	To apply concept of commission, brokerage, profit and loss in business	R & AP



Faculty of Commerce

Course Outcomes

Bachelor of Commerce (B.com.)

SUBJECT: MAJOR II

B.com. II Semester

Business Regulatory Framework



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CO No.	Course Outcomes	Cognitive Level
CO-1	To recognize the essential elements of valid contract and describe the capacities of parties to contract.	U
CO-2	To evaluate rights and duties of the parties at the time of breach, bailment, pledge, and contracts of indemnity & guarantee.	U and AP
CO-3	To distinct among different kinds of Negotiable instruments.	U and AP
CO-4	To analyze Consumer Protection Act, 1986 and 2018 and apply process and procedure of filing a complaint under the act.	U & AP
CO-5	To explain the provisions of the partnership act 1932 and limited liability partnership act 2008.	U

SUBJECT: MINOR II

B.com. II Semester

Business Communication

CO No.	Course Outcomes	Cognitive Level
CO-1	To explain how communication plays an important role in modern business scenario.	U
CO-2	To evaluate various theories of communication.	U & AP
CO-3	To Apply skills of interview.	AP & C
CO-4	To develop their writing skills related to business letters and reports.	AP & C
CO-5	To explain and distinguish between the different barriers to communication.	U



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CO-6	To know the art of demonstrating non-verbal communication.	U & AP
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B.com. II Semester

Elective : Banking & Insurance - II

CO No.	Course Outcomes	Cognitive Level
CO-1	<i>To sketch an understanding of the Insurance system in India.</i>	R & U
CO-2	To analyze different functions of IRDAI.	R & U
CO-3	To develop an understanding of Life Insurance, its policies, and procedures.	AP & AN
CO-4	To organize the knowledge of General Insurance, various policies and filing of claims.	R & U
CO-5	To distinguish between LIC and GICI	EV

B.com. II Semester

Elective: Advertising & Sales Promotion - II

CO No.	Course Outcomes	Cognitive Level
CO-1	Explain the basic concept, meaning and importance of sales promotion.	U
CO-2	Analyze sales promotion budget.	U & AP
CO-3	Explain the tools of sales promotion in marketing.	AN & EV
CO-4	<i>Describe National and International promotion strategies of sales promotion.</i>	U & AP



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CO-5	Preparation of Sales promotion programme.	U & AP
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B.com. II Semester

Elective : Business Economics - II

CO No.	Course Outcomes	Cognitive Level
CO-1	To identify the factors of production and production possibilities.	U
CO-2	To learn the population theory and equilibrium and to know the applications of the theory of population.	U & AP
CO-3	To Understand the basics of the production function, to identify and differentiate various market structures.	U & AN
CO-4	To Understand the concept of Pricing,	U
CO-5	To Comprehend theories of rent, profit and wages	EV

B.com. II Semester

Elective : Business Mathematics – II

CO No.	Course Outcomes	Cognitive Level
CO-1	To apply the concept of Ratio and Proportion in business through word Problems.	U & AP
CO-2	To calculate Average, Percentage, Discount in business deals.	AP & AN
CO-3	To describes effects of various types and methods of interest account	U & AN
CO-4	To apply the concept of Vedic mathematics to enhance the speed of calculation.	AP





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SUBJECT: MAJOR

B.com. III Semester

Paper- I: Corporate Accounting

CO No.	Course Outcomes	Cognitive Level
CO-1	Understand the regulatory environment in which the companies are formed and operate.	U
CO-2	Develop a solid foundation in accounting and reporting requirements of the Corporations' Act and Accounting Standards.	U and AP
CO-3	Understand the Procedure of calculating Profit and loss prior to and post-incorporation,	U and AP
CO-4	Use online software to prepare financial statements (Profit & Loss Account, Balance Sheet, etc.).	U
CO-5	Prepare balance sheet after Internal Reconstruction of company.	AP
CO-6	Analyse the case study of major amalgamations of companies in India.	AN & AP

SUBJECT: MINOR

B.com. III Semester

Paper- I: Business Statistics

CO No.	Course Outcomes	Cognitive Level
CO-1	Describe the basic concept of statistics and apply it to business disciplines;	U & AP
CO-2	Explain the process of data collection and compare primary and	U & AN



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	secondary data, Identify the data series;	
CO-3	Solve the central tendency;	AN
CO-4	Measure the coefficient of skewness	EV
CO-5	Calculate and analyze the SD and variance to compare two companies' data;	U & AN
CO-6	Demonstrate long-term trends with appropriate graphs.	AP



SUBJECT: GENERAL ELECTIVE

B.com. III Semester

Paper- : Corporate Law

CO No.	Course Outcomes	Cognitive Level
CO-1	Explain the process of application and execution of corporate law.	AP
CO-2	Classify among companies and their formation procedure;	U & EV
CO-3	Explain and demonstrate the formats of MOA, AOA, and Prospectus;	C & AP
CO-4	Compare and choose categories of directors and their responsibilities;	U & AN
CO-5	Compose a model of CSR for a business;	AN & AP
CO-6	Differentiate among various securities and financial investments.	EV

Paper- Financial Market Operations

CO No.	Course Outcomes	Cognitive Level
CO-1	Describe the role and importance of the Indian financial market and financial intermediaries.	AP
CO-2	Explain the Concepts relevant to Indian financial markets and financial institutions.	U & EV
CO-3	Visualise Merchant Banking, leasing, and hire purchase concepts.	C & AP
CO-4	Stimulates ideas about the fundamentals of Credit Rating and venture capital.	U & AN
CO-5	Evaluate and create strategies to promote financial products and services.	AN



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CO-6	Compare and analyze specific problems or issues related to financial markets and institutions	AN
CO-7	Appraise the challenges faced by the regulators in the financial service industry.	EV

Paper- IV: Principles of Management

CO No.	Course Outcomes	Cognitive Level
CO-1	Restate the concept of Management and identify the utility of Vedic management in the present era.	U
CO-2	Compare and analyze the various thoughts of management and generalize the process of planning.	U & AP
CO-3	Describes the concept of organizing, staffing, and decision-making.	U & AP
CO-4	Explain the principles and techniques of direction.	U & AN

Paper-: Applied Economics

CO No.	Course Outcomes	Cognitive Level
CO-1	Define the core concepts and basic characteristics of Applied Economics.	U
CO-2	Describe the various components of National Income and explain the methods of calculating national income.	U & EV
CO-3	Apply economic principles and reasoning to solving business problems.	AN & EV
CO-4	Demonstrate the circular flow of income.	U & EV
CO-5	Propose the solution for short-term and long-term consumption functions..	U & EV





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Course Outcomes

Bachelor of Commerce (B.com.)

SUBJECT: MAJOR

B.com. IV Semester

Paper- II: Cost Accounting

CO No.	Course Outcomes	Cognitive Level
CO-1	Identify the utility and application of Cost Accounting.	U
CO-2	Comparisons of costing and profit of products among industries.	U & EV
CO-3	Estimation of Quotation Price or Tender Price	U & AP
CO-4	Calculate profit under contract costing.	U & AP
CO-5	Comparison of profit under financial and cost accounting.	AN
CO-6	Analyze the managerial decisions based on marginal costing.	AN



SUBJECT: MINOR

B.com. IV Semester

Paper- I: Business Statistics

CO No.	Course Outcomes	Cognitive Level
CO-1	Describe the sampling methods, classify and arrange the data;	U & AP
CO-2	Calculate and interpret correlation coefficients;	U & AN
CO-3	Use simple regression to analyze the underlying relationships between the variables and estimate the values of variables;	AN
CO-4	Calculate and test various types of Index numbers;	EV
CO-5	Explain and interpret the association of attributes for hypothesis testing in decision-making;	U & AN
CO-6	Measure mode and median by the appropriate graphical presentation.	AP



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SUBJECT: GENERAL ELECTIVE

B.com. IV Semester

Paper- : Corporate Law

CO No.	Course Outcomes	Cognitive Level
CO-1	Explain various categories of company meetings;	AP
CO-2	Illustrate about auditor and its roles and responsibilities	U & EV
CO-3	Preparation of Audit Report;	C & AP
CO-4	Evaluate corporate problems;	U & AN
CO-5	Describe the role of NCLT in the provisions of company law	AN & AP

Paper- Financial Market Operations

CO No.	Course Outcomes	Cognitive Level
CO-1	<i>Describe the Concepts relevant to Indian financial markets and financial institutions.</i>	AP
CO-2	Understand and analyze the mechanics and regulations of financial instruments and determine how the value of stocks, bonds, and securities are calculated.	U & EV
CO-3	Evaluate empirical evidence of the market performance and the role of regulatory authorities in developing the financial market	C & AP
CO-4	Research and analyze specific problems or issues related to financial markets and institutions.	U & AN

Paper- : Principles of Management

CO No.	Course Outcomes	Cognitive Level
CO-1	Explain the significance of Coordination in the organization.	U
CO-2	Apply the various theories of leadership and motivation in a business organization.	U & AP
CO-3	Evaluate the methods and techniques of controlling businesses.	U & AP



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CO-4	Evaluate the emerging trends in Management.	U & AN
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Paper-: Applied Economics

CO No.	Course Outcomes	Cognitive Level
CO-1	Define the concept and determinants of the value of money.	U
CO-2	Explain the various theories of Money.	U & EV
CO-3	Identify economic and Non-Economic Factors affecting economic Growth.	AN & EV
CO-4	Analyze the stages of Economic Development.	U & EV
CO-5	Illustrate the meaning of inflation, deflation, and stagflation, identify different kinds of inflation, causes and effects of inflation on different sectors of the economy, and describe different measures to control inflation.	U & EV

Course Outcomes

Bachelor of Commerce (B.com.)

B.com. III Year

Group A : Taxation

SUBJECT: MAJOR

Paper- I: Income Tax Law And Practices

CO No.	Course Outcomes	Cognitive Level
CO-1	<i>Understand the basic concepts in the law of Income Tax in India and determine the Residential status of different persons.</i>	U
CO-2	Identify the five head in which income is categorized and compute income under the provisions various heads.	U and EV
CO-3	Understand clubbing procedures, aggregate income after set-off and carry forward of losses and deduction allowed under the income tax act. and further to compute taxable income and tax liability of individuals.	U and AN
CO-4	Develop the ability to file online returns..	AP



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Group A : Taxation

SUBJECT: MAJOR

Paper-II: Goods and Service Tax & Custom Duty

CO No.	Course Outcomes	Cognitive Level
CO-1	Identify the various terminology of GST	U
CO-2	Apply the procedure of registration..	U and EV
CO-3	Comparison of composition and normal tax system of GST.	U and AN
CO-4	Calculate the Input Tax Credit.	AP
CO-5	Evaluate the Custom Duty.	

Group A : Taxation

SUBJECT: MINOR

Paper-: Income Tax For Business

CO No.	Course Outcomes	Cognitive Level
CO-1	To understand basic concepts and definitions of Income from business and profession.	U
CO-2	To Access companies' provisions and rules.	U and EV
CO-3	Comparison of composition and normal tax system of GST.	U and AN
CO-4	<i>To acquire knowledge about the submission of Income Tax return, Advance Tax, Tax Deducted from source, Tax collection Authorities.</i>	AP



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B.com. III Year

Group B : MARKETING

SUBJECT: MAJOR

Paper- I: Marketing Management

CO No.	Course Outcomes	Cognitive Level
CO-1	Explain the role of marketing within society and within an economic year.	U
CO-2	Describe the vital role of marketing within a firm and the necessary relationships between marketing and the other functional areas of business.	U and EV
CO-3	Analyze the various decision areas within marketing and the tools and methods used by marketing managers for making decisions.	U and AN
CO-4	summarizes key marketing principles and terminology. Because this is a survey course, there is an emphasis on basic terminology and concept.	AP
CO-5	Recommend how a marketing perspective is important in your own personal and professional development.	EV

Group B : MARKETING

SUBJECT: MAJOR

Paper-II: Human Resource Management

CO No.	Course Outcomes	Cognitive Level
CO-1	Explain the basic concepts, functions and processes of human resource management.	U
CO-2	Classify the role, functions and challenges of human resource department of the organizations.	U and EV
CO-3	Explain the concept of manpower planning regarding recruitment and selection.	U and AN
CO-4	Design and formulate various techniques of training and development programme.	AP
CO-5	Differentiate between Performance appraisals, Reward Systems,	EV



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	Compensation Plans and Ethical Behavior of different level of employees..	
CO-6	Illustrate and compare various wages and salary structure and benefits of employees in different designations	EV

Group B : MARKETING

SUBJECT: MINOR

Paper-I: Management Accounting

CO No.	Course Outcomes	Cognitive Level
CO-1	To recognize the knowledge of management accounting techniques in business decision making.	U
CO-2	To Analysis the Financial Statements of Companies.	U and EV
CO-3	To apply the cash flow technique for use of cash in the organization.	U and AN
CO-4	To demonstrate the marginal cost technique for managerial decision.	AP
CO-5	To apply the budgetary concepts for preparation of managerial report of the company	EV

B.com. III Year

Group C : FINANCE

SUBJECT: MAJOR

Paper- I: Financial Management

CO No.	Course Outcomes	Cognitive Level
CO-1	To Learners can access the appropriate sources of financing for the firm with a stronger grasp of the goals of financial management	U
CO-2	To Analyse the complexities associated with management of cost of funds in the capital structure and to acquaint a deeper knowledge in leverages in order to arrive a better financial decision.	U and AN
CO-3	To evaluate the capital budgets through capital budgeting techniques.	U and EV
CO-4	To evaluate the finance plans on the basis of cost of capital .	EV
CO-5	To understanding in working capital management to avail the adequate working capital for business functions.	U



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Group C : FINANCE

SUBJECT: MAJOR

Paper-II: Auditing

CO No.	Course Outcomes	Cognitive Level
CO-1	To Understand the concepts of Auditing and to construct the factors involved in the preparation of the Audit plan and Audit program..	U
CO-2	To evaluate the importance of the assessment of internal control and internal checks. To restate the objectives and basic principles of establishing an internal audit and its usefulness.	U and EV
CO-3	To learn about Test checks and Audit sampling as audit techniques, To understand auditors" legal liabilities,	U and AN
CO-4	To understand to describe the various levels of the persuasiveness of different types of audit evidence. To describe the quality control procedures	U
CO-5	To explain the internal and external audit process including the professional standards applicable to the internal audit profession.	EV

Group C : FINANCE

SUBJECT: MINOR

Paper-I: Public Finance

CO No.	Course Outcomes	Cognitive Level
CO-1	To explain students the basic concepts of public and private finance.	U
CO-2	<i>To analyze the Indian Tax Structure and identify different types of tax.</i>	U and AN
CO-3	To interpret public expenditure and its theories.	U and EV
CO-4	To interrelate Public Budget and economic growth and stability. .	AP
CO-5	<i>To prepare a sketch on the Public Finance System of India.</i>	AP
CO-6	To analyze the working of Fiscal and Monetary policies	AN



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Faculty of Management

Course Outcomes

Bachelor of Business Administration (B.B.A.)

BBA I & II SEMESTER

GROUP A - Human Resource

Paper I : Business Management

CO-1	Identify the key contributors and their contributions in the development of management thoughts
CO-2	Explain the significance and stages of the planning Process.
CO-3	Describe common organizational structures and their advantages and disadvantages
CO-4	Elaborate the importance of employee motivation in an organization
CO-5	Describe the method and significance of Leadership and Strategic Management

Paper II : Communication Skills

CO-1	Interpret the concept of business communication and illustrate the nature, channels, barriers and types of communication.
CO-2	Understand and demonstrate the necessity of public speech and negotiation skills for business. Also, the importance of audience analysis.
CO-3	Elaborate the necessity of non-verbal communication and demonstrate its applicability.
CO-4	Illustrate the importance of office and corporate communication via written and oral.
CO-5	<i>Explain the concept of global business correspondence and write business meetings, agendas, and job applications.</i>



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GROUP B : Marketing

Paper I : Micro Economics

CO-1	Explain the nature and importance of the study of Economics and its relevance in business.
CO-2	Understand and demonstrate the concept of demand, supply, laws of demand and supply and concept of elasticity.
CO-3	Analyse utility and recall the cardinal and ordinal analysis of utility.
CO-4	Understand the concept and types of cost, factors of production and state modern theories of rent, profit and interest.
CO-5	<i>Understand the concept of national income, and the various types of market structures and trade cycle.</i>

Paper II : Business Statistics

CO-1	Understand and implement the basic concept of statistics.
CO-2	Illustrate the concept and application of measures of central tendencies.
CO-3	Understand the process of collection and presentation of data.
CO-4	Utilize various measures of variation and time series analysis in practical problems of business and management.
Co-5	Infer the applicability of correlation and regression analysis and interpret index numbers.



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GROUP C : Finance

Paper I : Financial Accounting

CO No.	Course Outcomes
CO-1	Understand the concepts and principles of basics of accounting , Use and applicability of various accounting standards
CO-2	Understand and describe various preliminary books of accounts. Construct, illustrate and also summarize them.
CO-3	Define and Tabulate the financial statement of a business and analyze and interpret it
CO-4	Enumerate the procedure of making Branch and departmental a/cs
CO-5	Prepare and Compute the hire purchase sale and also demonstrate the royalty a/c.

Paper I : Business Mathematics

CO-1	Illustrate the concepts of sets and its operations
CO-2	Understand the concept of linear equations and formulation in different area
CO-3	Illustrate the concepts of Matrix , inverse matrix and its applications
CO-4	Understand the construction of rule and calculate its derivatives
CO-5	Understand to calculate anti derivatives and profit & loss and brokerages.



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B.B.A. III SEM & IV SEM

Paper- I: Major

CO No.	Course Outcomes
CO-1	Demonstrate proficiency in fundamental human resources theories and concepts and how they apply to real world situations. Formulate human resources policies and practices that help promote the organization's strategic goals.
CO-2	Students will understand how organizations link training programs to organizational needs
CO-3	Students will learn how organizations evaluate jobs and design salary structure based on that.
CO-4	Develop an understanding of the challenges of human resources management and successfully manage and resolve conflicts.

Paper- II: Minor (Marketing Management)

CO No.	Course Outcomes
CO-1	Student will be able to identify the marketing process and its applicability in business operations. List best practices for responsible marketing and how to manage marketing efforts.
CO-2	Recognize how to identify target markets and environments by analyzing demographics and consumer behaviour.

Paper- III: Elective (Financial Markets & Financial Services)

CO No.	Course Outcomes
CO-1	To provide the student a basic knowledge of financial markets and institutions and to familiarize them with major financial services in India.
CO-2	They will be able to know various money market and capital market instruments.
CO-3	<i>They will be able to understand the functions and the organisations of capital market and money market in India.</i>
CO-4	They will be able to understand various financial institutions and their role in financing



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	of business.
CO-5	They will be able to know about various financial services provided in the financial market.

BBA IV SEM

Group A (Human Resource)

Paper- I: Major (Organization Behaviour)

CO No.	Course Outcomes
CO-1	Students will be able to know the organizational behavior, its important and comparison of various theories of organizational behavior.
CO-2	Examine the components and theories behind leadership, power, and politics. They can analyze real situations where leadership, power, and politics are illustrated positively and negatively
CO-3	Analyze various Stress management and coping strategies.
CO-4	Compare different organizational cultures, examine characteristics of cultures, explore global implications, and examine creating and sustaining a positive culture, and assessing the impact of culture on organizational behavior.

Paper- II : Minor(Marketing Research)

CO No.	Course Outcomes
CO-1	Discuss the scope and managerial importance of market research and its role in the development of marketing strategy.
CO-2	<i>Provide a detailed overview of the stages in the market research process.</i>
CO-3	Develop an appropriate market research design for the clients.
CO-4	The data collection process uses contemporary statistical packages to calculate and report descriptive statistics from quantitative data.
CO 5	Communicating research results in written report and oral presentation formats



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Paper- III: Elective (Financial management)

CO-1	Students will have an understanding of basic of Finance and analysis and interpretation
CO-2	The students will be able to evaluate comparative working capital management policies and their impact on the firm's profitability, liquidity, risk and operating flexibility.
CO-3	The students will learn make decisions regarding the purchase of long-term assets or the start of a business project.

B.B.A. III YEAR

SUBJECT: GROUP A -HUMAN RESOURCE

Paper- I: DSE I

Subject – Human Resource Development

CO-1	To understand the concept of Human Resource Management.
CO-2	To understand the Human Resource Planning.
CO-3	To understand the Human Resource Development Process.
CO-4	To understand the importance of Learning and Human Resource Development.
Co-5	To understand the Process of Human Resource Development Activities.

Paper : DSE II



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Subject – Employee Relation & Compensation Management

CO-1	Understand the Concept and Importance of Employee Relation
CO-2	Understand the Strategies and Policies of Employee Relation.
CO-3	Understand the Strategies and Policies of Employee Relation.
CO-4	Understand the Compensation Planning

Subject – Functional Management

Paper – Minor

CO-1	Understand the concept of Financial Management .
CO-2	Understand the concept of Personnel Management .
CO-3	Understand the concept of Production Management .
CO-4	Understand the concept of Marketing Management
CO-5	Understand the concept of Digital Marketing .
CO-6	Understand the need of Business Ethics in Management .

Subject – Retail Management

Paper – Elective

CO-1	Understand the Fundamental Concept of Retail management .
CO-2	The students will be able to Understand the shopper's behaviour .
CO-3	The students will be able to Understand the consumer's behaviour .
CO-4	The students will be able to understand merchandise Management .
CO-5	The student will able to analysis the visual merchandising .
CO-6	The students will aware about the concept the E- Retailing system .



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GROUP B -MARKETING

PAPER- DSE 1

SUBJECT – CONSUMER BEHAVIOUR

CO No.	Course Outcomes	Cognitive Level
CO-1	To create understanding about Consumers	R, U
CO-2	The students will be able: to impart knowledge regarding process of decision making motivation and cultural influence	An, E
CO-3	The students will be able: to familiarize students influence	C, App
CO-4	The students will be able,Opinion leadership and consumer protection.	E, App

GROUP B – MARKETING

SUBJECT – INTERNATIONAL MARKETING

PAPER – DSE II

CO-1	The students will become Proficient in import-Export procedure
CO-2	The students will be able, to Student able to know about international marketing strategy
CO-3	<i>The students will be able to understand the components and process of logistics global marketing.</i>
CO-4	<i>the students will be able to learn role of government policies and challenges faced to international competition.</i>

GROUP B – MARKETING



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SUBJECT – Retail Management PAPER – MINOR

CO-1	The students will be able to understand the Fundamental Concept of Retail Management.
CO-2	<i>The students will be able to Understand the shopper's behaviour in LRNG</i>
CO-3	The students will be able to analyse the merchandise Management, visual merchandising
CO-4	The students will be able to understand E- Retailing system E- Payment system.

GROUP B – MARKETING

Paper - Elective

SUBJECT – Functional Management

CO-1	Understand the concept of Financial Management .
CO-2	The students will be able to Understand the concept of Personnel Management .
CO-3	The student will understand the concept of Production Management .
CO-4	Understand the concept of Marketing Management
CO-5	The students will be able to Understand the concept of Digital Marketing .
CO-6	Understand the need of Business Ethics in Management .

GROUP C – FINANCE

SUBJECT – SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

PAPER – DSE I

CO-1	Understand the Concept of Security and various kinds of investment.
CO-2	<i>The students will be able to develop understanding regarding Indian Capital , Saving patterns and Indian stock market</i>
CO-3	The students will be able to understand the role of various market intermediaries
CO-4	The students will be able to Learn the concepts of fundamental analysis and efficient market theory .
CO-5	The students will understand the fundamental concepts of derivative market.

SUBJECT –INTERNATIONAL FINANCE



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PAPER – DSE II

CO-1	Understand the most widely used international business terms and concepts.
CO-2	<i>The students will be able to identify the role and impact of political, economic, social and cultural variables in international business</i>
CO-3	<i>The students will be able to Analyse international business from a multi-centric perspective, avoiding ethnocentrism.</i>

SUBJECT – WORKING CAPITAL MANAGEMENT

PAPER – MINOR

CO-1	The students will be Equipped the knowledge of management of Working Capital.
CO-2	The students will be able to understand the importance of cash management.
CO-3	The students will be able to Acquaint themselves with the concept of credit policy and credit management.
CO-4	The students will be able to Learn to apply sound techniques for managing inventory.
CO-5	Acquaint themselves with various tools of short-term financing, debt financing and bank financing.

GROUP C – FINANCE

SUBJECT – Functional Management

PAPER – Elective

CO-1	Understand the concept of Financial Management.
CO-2	The students will be able Understand the concept of Personnel Management.
CO-3	The student will understand the concept of Production Management.
CO-4	Understand the concept of Marketing Management
CO-5	The students will be able to Understand the concept of Digital Marketing
CO-6	Understand the need of Business Ethics in Management.





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