



MARIAN COLLEGE KUTTIKANAM  
(AUTONOMOUS)

# LEARNING OUTCOMES MEETING NATIONAL DEVELOPMENT NEEDS



Submitted to  
THE NATIONAL ASSESSMENT AND ACCREDITATION COUNCIL (NAAC)  
FOURTH CYCLE OF ASSESSMENT



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## LEARNING OUTCOMES MEETING NATIONAL DEVELOPMENT NEEDS

Marian College has identified the following learning outcomes as *Outcomes Meeting the National Development Needs*. There are 7 POs, 53 PSOs, and 1564 COs meeting the National development needs.

The following are the Programme Outcomes of Marian College Kuttikkanam (Autonomous), meeting the national development needs .

- Communicative Competence
- Applying Modern Technologies
- Reflective Response to Ethical and Social issues
- Sustainability Values
- Critical Thinking and Problem Solving
- Entrepreneurship
- Teamwork and Leadership



# **BACHELOR OF BUSINESS ADMINISTRATION**

## **PROGRAMME SPECIFIC OUTCOMES (PSO)**

**PSO 1:** Apply basic knowledge of Management theories and practices for business decision making.

**PSO 2:** Demonstrate the fundamentals of creating and managing innovation and entrepreneurship.

**PSO 3:** Communicate effectively to all stakeholders of business using technology.

**PSO 4:** Exhibit ability to lead ethically

## **COURSE OUTCOMES (CO)**

### **UBB2001: Principles of Management**

**CO 1:** Identify core concepts of Management

**CO 2:** Describe the history of Management thoughts

**CO 3:** Discuss various functions of Management

**CO 4:** Examine the needs and types of business communication

**CO 5:** Demonstrate the importance of ethics in business

### **UBB2002: Managerial Economics**

**CO1:** Understand the elements and their role in business environment

**CO2:** Identify the regulating agencies and policy makers in business Environment

**CO3:** Be familiar with the concepts and scope of economic environment of business

**CO4:** Apply the knowledge about demand, production and market structure in day to day decision making and during the time of uncertainties.



### **UBB2003: Fundamentals of Business Mathematics**

**CO1:** Perform different operations on sets. Ability to solve counting problems of sets using Venn diagrams and set theory.

**CO2:** Potential to classify number system and to solve problems of ratio, proportion and variation.

**CO3:** Ability to distinguish between sequences AP, GP, and HP and its some practical applications. To find general term of a sequence and to compute the sum to n terms.

**CO4:** Ability to calculate simple interest, compound interest, annuities and depreciation.

**CO5:** Capacity to solve problems of permutations and combinations.

**CO6:** Perform different operations on matrices. Ability to find the solution of a system of linear equations, using determinants and matrix inverse method.

### **UBB2004: Fundamentals of Business Statistics**

**CO1:** Identify and demonstrate appropriate sampling and data collection processes

### **UBB2005: Business Accounting**

**CO1:** Demonstrate the knowledge and role of financial accounting in the business

**CO2:** Analyse the concept of the book of original entry and posting of transactions in the ledger, cash book and trial balance; and rectifying the errors

**CO3:** Distinguish the meaning and purpose of creating depreciation, provisions and reserves; compute depreciation using different methods

**CO4:** Prepare financial statements, Manufacturing and Trading accounts, profit and loss account and balance sheet of a firm.

**CO5:** Evaluate and distinguish between a bill of exchange and a promissory note; record bill of exchange transactions in books of accounts



## **UBB2006: Marketing Management**

- CO1:** Identify core concepts of marketing and the role of marketing in business and society.
- CO2:** Compare the core theories of consumer behaviour in both consumer and organizational markets
- CO3:** Develop measurable product and pricing objectives and marketing strategies.
- CO4:** Design effective strategies in promotion and distribution and describe how they would be used in marketing arena.
- CO 5:** Demonstrate an extended understanding of the similarities and differences in service-based and physical product-based marketing activities.

## **UBB2007: Business Laws**

- CO1:** Analyse the general legal boundaries that define the legal rules of business in India including the general parameters of contract law, issues connected with performance and discharge of contract
- CO2:** Evaluate the fundamental legal principles behind contract of bailment and pledge
- CO3:** Create knowledge regarding the difference between contract of indemnity and guarantee
- CO4:** Develop the ability to transpose the analysis of rules related to creation of contract of agencies and validity of agency contracts.
- CO5:** Acquire knowledge of Law related to Sale of Goods in India

## **UBB2008: Mathematics for Management**

- CO5.**Differentiate functions.
- CO6.**Integrate functions.
- CO7.**Find the maxima and minima of functions.
- CO8.**Apply calculus in optimization in economics.
- CO9.**Study special functions used in commerce and business.





## **UBB2009: Statistics for Research**

**CO1** Solve mathematical problems of probability using permutation, combination and properties

of probabilities.

**CO2** Define different probability and non-probability sampling techniques.

**CO3** Create an awareness on case studies based on statistical tools.

**CO4** Understand the concepts which are useful in report and project evaluation.

**CO5** Create an application of testing tools in experiments based on data collection.

## **UBB2010: Entrepreneurship**

**CO1:** Understand key concepts in entrepreneurship and innovation.

**CO2:** Identify, develop and appraise new business opportunities scientifically.

**CO3:** Able to solve issues associated with securing and managing financial resources in new and established business.

**CO4:** Explore initiatives and support mechanisms from the government to do business.

**CO5:** Respond to ethical, environmental, gender and global issues and responsibilities in entrepreneurship.

## **UBB2012: Insurance for BPS**

**CO1:** Evaluate the concept of Risk, fundamentals of insurance and its terminologies

**CO2:** Analyse Life Insurance, its terminologies, Annuity and Group insurance

**CO3:** Evaluate Non-Life insurance concepts and its providers

**CO4:** Evaluate and differentiate various Health Insurance mechanisms and its procedures.

**CO5:** Analyse and differentiate various retirement schemes and its procedures



## **UBB2013: Corporate Laws**

**CO1:** Apply the different steps in the process of formation of companies and differentiate the various types of companies

**CO2:** Critically analyse the important documents related to the company

**CO3:** Evaluate the process of management of the company and assess the validity of company meetings based on the rules for meetings

**CO4:** Evaluate and differentiate various modes of winding up of a company.

**CO5:** Create Partnership deed and differentiate partnerships and limited liability partnerships and evaluate

## **UBB2014: Cost and Management Accounting**

**CO1.** Evaluate the theoretical underpinnings of Cost Accounting.

**CO2.** Apply the different steps in the process of deriving at the cost of producing and evaluate

the significance of a cost sheet.

**CO3.** Apply the knowledge of Standard Costing and Management Accounting and its essential

roles in business.

**CO4.** Evaluate the Financial Statements using different tools leading to decision-making.

**CO5.** Evaluate and interpret Fund flow statement and Cash flow statement

## **UBB2015: Retail and Market Research**

**CO1:** Evaluate the concept of Market Research, its procedures and FMCG

**CO2:** Analyse Retailing, its forms and strategies

**CO3:** Evaluate Retail data, research reports

**CO4:** Evaluate Consumer research methodologies and new product development

**CO5:** Analyse and differentiate various panel data and panel research reports



## **UBB 2016: Banking for B P S**

**CO1:** Evaluate functions, products and various report generation in banking

**CO2:** Evaluate the modalities of retail banking

**CO3:** Analyse and differentiate various cards issued by banks and its operational Functions

**CO4:** Evaluate and differentiate various customer loan mortgages and cash management and payment services.

**CO5:** Analyse foreign currency handling business and its avenues

## **UBB2017: Finance and Accounting for BPS**

**CO1:** Evaluate various BPS methodologies and their applications

**CO2:** Apply the different steps involved in purchasing and create documents in this regard.

**CO3:** Evaluate Modules and usage of ERPs, and Data Security standards

**CO4:** Evaluate and differentiate various accounting practices related to payables, employee payment and vendor account management.

**CO5:** Analyse and differentiate various accounting practices related to receivables, customer management and dispute handling.

## **UBB2018: Intellectual Property Rights and Industrial Laws**

**CO 1:** Explain the concept of patents and evaluate its importance.

**CO 2:** Differentiate various types of trademarks and explain the procedure for getting protection under trademark law.

**CO 3:** Identify the significance of Factories Act in the Indian Industrial Scene and evaluate the protection given by the Factories Act to the workers.

**CO 4:** Explain the machinery for prevention and settlement of Industrial Disputes and the protection extended to workers by the Industrial Disputes Act.

**CO 5:** Recognize the significance of the Employees State Insurance Act and explain the extent of protection offered by the Act.



## **UBB2020: Financial Management**

**CO1:** Explain the concept and role of financial management in business management.

**CO2:** Identify the various sources of finance, and arrive at decisions in this regard for businessfirms.

**CO3:** Analyse and evaluate the factors which influence financing decisions of an organization.

**CO4:** Recognize and appraise the factors which influence capital structure related decision of an organization.

**CO5:** Interpret different concepts and theories related to dividend distribution in Indian context

## **UBB 2022: Capital Markets for BPS**

**CO1:** Evaluate the concept and functions of Capital Markets and Financial Markets.

**CO2:** Analyse Investment Banking and its terminologies.

**CO3:** Evaluate Fund related concepts and its types.

**CO4:** Analyse Risk and its management in capital market's context.

## **UBB2024: Business Research Methods**

**CO 1:** Discuss and apply different research approaches and methodologies

**CO 2:** Distil an identified business problem into a succinct research problem (or problems) and articulate this into a comprehensive research brief for investigation by a research team locally or internationally.

**CO 3:** Cognize and apply the major types of research designs

**CO 4:** Construct and document an appropriate research design, including argumentation for data collection and analysis methods/techniques.

**CO 5:** Understand the ethical issues associated with the conduct of research, and be able to formulate and present effective research reports



## **UBB 2026: Managing Business Processes**

**CO1:** Evaluate the concept of Business Process

**CO2:** Analyze the concept Quality Management, Quality Control and Quality Assurance

**CO3:** Evaluate and differentiate various Quality Control Tools

**CO4:** Analyze Established Quality Control Tools

**CO5:** Analyse and differentiate various operational risk

## **UBB2028A: Advertising and Branding (Elective I)**

**CO 1:** Identify and respond to clients&; marketing communications and branding objectives by applying principles of marketing and communications.

**CO 2:** Identify the role account management, research, creative, and the media department play in a full-service advertising agency and the full-time positions available in each.

**CO 3:** Demonstrate skills in creating an Ad. In all forms of media.

**CO 4:** Explore and compare the core theories concepts, and frameworks in brand management

**CO 5:** Analyze and evaluate the factors which influence brand equity

## **UBB2029B: E Commerce (Elective II)**

**CO 1:** Exhibit clarity in concepts, features and models e commerce

**CO 2:** Demonstrate awareness in security measures in e commerce

**CO 3:** Display basic understanding in electronic payment systems

**CO 4:** Identify and appraise various applications of e commerce

**CO 5:** Show skills and understanding to setup an online business



# BACHELOR OF COMPUTER APPLICATIONS

## PROGRAMME SPECIFIC OUTCOMES (PSO)

**PSO1:** Apply algorithmic principles, computer science theory and practice and mathematical foundations to solve real world problems

**PSO2:** Model, design, implement and test software systems with ethical concern

**PSO3:** Use new design methodologies, operating systems, languages, and other development tools in software development within reasonable time constraints

**PSO4:** Develop effective software applications for mobile, web and cloud environment.

**PSO5:** Communicate effectively in teams, pertaining to technical collaboration using all modes of communication.

## COURSE OUTCOMES (CO)

### UBC2004: Object Oriented Programming Using C++ (Core)

**CO1:** Describe Programming Paradigms.

**CO2:** Define Classes and objects.

**CO3:** Develop Programs using constructors, destructors, type conversions.

**CO4:** Apply inheritance, Polymorphism and Virtual functions in programming.

**CO5:** Implement pointers, Files and streams in C++.

### UBC2008: Computer Networks (Core)

**CO1:** Explain the terminology and concepts of OSI and TCP-IP reference models.

**CO2:** Identify the various multiplexing techniques and routing mechanisms.

**CO3:** Describe the various IP addressing methods and subnetting.

**CO4:** Acquire the concept of routing algorithms and congestion control algorithms.

**CO5:** Monitor the network performance and services.



## **UBC2009: Java Programming (Core)**

**CO 1:** Write Java application programs using OOP principles and proper programme structuring.

**CO 2:** Demonstrates how to achieve reusability using inheritance, interfaces and packages

**CO 3:** Demonstrate understanding and use of different exception handling mechanisms and multitasking concept in Java Programming.

**CO 4:** Identify and describe common abstract user interface components to design GUI in Java

**CO 5:** Implement various utility classes and keywords in Java Programming.

## **UBC2010: Data Structures Using C++ (Core)**

**CO 1:** Describe the fundamental concepts of static and dynamic data structures.

**CO 2:** Compare and Contrast different searching and sorting techniques.

**CO 3:** Design operations on linear data structures such as stacks and queues.

**CO 4:** Implement operations on linked lists.

**CO 5:** Devise programs for operations on trees.

## **UBC2011: Software Lab II (Core)**

**CO 1:** Implement the Object Oriented Programming concepts.

**CO 2:** Implement AWT, swings and Event Handling in java.

**CO 3:** Configure the routing protocols using Cisco packet tracer software.

**CO 4:** Develop programs in C++ to implement various sorting and searching methods.

**CO 5:** Implement programs in C++ to solve problems using different data Structures.

## **UBC2014: Digital Electronics and Microprocessor (Core)**

**CO 1:** Design logic circuits using simplified Boolean Expression.

**CO 2:** Comprehend the design of Adders, Encoders, Multiplexer, Decoder and De-Multiplexer.



**CO 3:** Recognize the design of Flip-flops, Registers and Counters.

**CO 4:** Describe the architecture and pin configuration of Intel 8086 microprocessor.

**CO 5:** Understand the instruction set, addressing modes and 8086 assembly language programme concepts.

### **UBC2016: Virtualization and Cloud (Core)**

**CO 1:** Describe the features of parallel and distributed computing application.

**CO 2:** Choose appropriate cloud platform for deployment of web services.

**CO 3:** Configure a virtual machine for resource management and monitoring.

**CO 4:** Maintain host machine in a virtualization environment.

**CO 5:** Describe the architecture of a data centre in cloud environment.

### **UBC2017: Problem Solving Using Python (Core)**

**CO 1:** Set up Python programming environment and develop basic design constructs.

**CO 2:** Use the decision and repetition structures in programme design.

**CO 3:** Apply functions and files to improve the efficiency of the programs.

**CO 4:** Implement exception handling and Object-oriented programming methodology.

**CO 5:** Represent and perform visualization of data.

### **UBC2018: Software Lab III (Core)**

**CO 1:** Describe the deployment and security of devices and applications across an enterprise.

**CO 2:** Create, manage, monitor, and automate the infrastructure and workflows end-to-end.

**CO 3:** Configure a virtual machine using vSphere.

**CO 4:** Learn Python programming Environment and basic design Constructs.

**CO 5:** Apply functions and files to improve the efficiency of the programs





## **UBC2021: Artificial Intelligence (Core)**

**CO1:** Explain the basics of AI.

**CO2:** Identify appropriate AI methods to solve a given problem.

**CO3:** Illustrate basic AI algorithms.

**CO4:** Formalize a problem in the framework of AI methods.

**CO5:** Analyse how different expert systems work.

## **UBC2022: Database Management Systems (Core)**

**CO1:** Explain DBMS concepts, data models, architecture and ER model.

**CO2:** Demonstrate relational data model.

**CO3:** Use SQL for database management.

**CO4:** Develop programs using PL/SQL.

**CO5:** Describe fundamental concepts of SAN.

## **UBC2023: Process Management (Core)**

**CO1:** Describe the role Software Engineering in building of a software.

**CO2:** Explain the concept of Agile software development process.

**CO3:** Implement the scrum framework in a software project.

**CO4:** Enlist the different features of Devops software delivery model.

**CO5:** Describe Design Thinking approaches in Software development.



## **UBC2024: Web Programming Using Php (Core)**

**CO1:** Harness the power of programming to build intelligent, interactive and personalized web sites.

**CO2:** Apply CSS and JavaScript in web programming.

**CO3:** Utilize a variety of basic programming structures (variables, loops, functions etc.) in PHP on a web server.

**CO4:** Apply advanced constructs such as cookies, sessions and object-oriented programming correctly in PHP.

**CO5:** Develop web pages that interact with MySQL databases performing simple CRUD (Create, Read, Update, Delete) operations.

## **UBC2025: Software Lab IV (Core)**

**CO1:** Create dynamic web pages using JavaScript (client side programming),HTML, DHTML and Cascading styles sheets.

**CO2:** Build web applications using PHP.

**CO3:** Execute DDL and DML commands.

**CO4:** Execute advanced DDL and DML commands.

**CO5:** Familiarize PL/SQL programming.

## **UBC2026C: Website Development (Non-Credit-Elective)**

**CO1:** Develop a web site.

**CO2:** Perform Client Side Validation on their pages.

**CO3:** Create well defined web pages using HTML tags, CSS and JavaScript.



## **UBC2027: Software Testing (Core)**

**CO1:** Describe the importance of testing, different levels and types of testing performed in Software Development Life Cycle.

**CO2:** Install Selenium Web Driver and create simple automation test script.

**CO3:** Create reusable methods using Java and identifying complex web objects using CSS selector and XPath.

**CO4:** Perform cross browser testing and handle complex/dynamic UI objects.

**CO5:** Create a simple automation framework using Java, Selenium web driver library and Testing

## **UBC2028: Client Relationship Management (Core)**

**CO1:** Illustrate the procedure of service management.

**CO2:** Use the Service Now Tool.

**CO3:** Analyse how to manage the workflow in Service Now tool.

**CO4:** Create the client side and server-side scripts.

**CO5:** Create Service request and generate status reports using Service Now.

## **UBC2030: Digital Technology (Core)**

**CO1:** Describe the advancements in digital technologies in all branches of Computer Science.

**CO2:** Enlist the applications of digital technologies in the service sector.

**CO3:** Explain steps in the Robotic Process Automation implementation.

**CO4:** Suggest an automation procedure for enterprises.

**CO5:** Use IoT to automate applications.



### **UBC2031: Software Lab V (Core)**

**CO1:** Create bots for software installation, file management and file backup.

**CO2:** Manage Client Service Request using Process Now.

**CO3:** Test web applications using Selenium Web Driver.

### **UBC2036A: Big Data Analysis (Core- Elective)**

**CO1:** Illustrate the concepts of Big Data and Bid Data Technologies.

**CO2:** Analyze Big data using Hadoop.

**CO3:** Explain how to use Map Reduce for distributed processing of large data sets.

**CO4:** Illustrate the features of NoSQL Databases to manage Big Data.

**CO5:** Compare different NoSQL Databases.

### **UBC2036B: Data Mining (Core - Elective)**

**CO1:** Illustrate the Data Mining Techniques and their application.

**CO2:** Explain various classification and clustering Techniques to analyse the behaviour of large data sets.

**CO3:** Use Decision Tree to analyse the behaviour of data sets.

**CO4:** Explain how Neural Networks, Genetic Algorithm and SVM can be used to generate information from large data sets.

**CO5:** Apply data mining technique for studying Web Data, Biomedical data, and Text Data.

### **UBC2036C: Machine Learning (Core - Elective)**

**CO1:** Describe the basic concept of Machine Learning.

**CO2:** Implement Data preparation in R/Python.

**CO3:** Implement various classification algorithms in R/Python.



**CO4:** Implement various regression methods in ML.

**CO5:** Demonstrate Artificial Neural Networks and SVM using R/Python.

### **UBC2036D: Cryptography and Network Security (Core - Elective)**

**CO1:** Describe the classical encryption techniques.

**CO2:** Explain the advanced encryption standards.

**CO3:** Enlist the different Cryptosystems.

**CO4:** Apply the Cryptographic Hash Functions.

**CO5:** Discuss the different security methods.

### **UBC2037: Software Lab VI & Seminar (Core)**

**CO1:** Create basic UI in android Apps using different activities and multimedia in android.

**CO2:** Implement different activities and multimedia in android.

**CO3:** Implement SQLite in android Apps.

**CO4:** Conduct Literature Survey and acquire information of new developments in IT.

**CO5:** Develop presentation and communication skill.

**CO6:** Build confidence for public speaking.

### **UBM2040A: Capital Market & Investment Management (Open Course)**

**CO1:** Explain the components of Indian Financial System

**CO2:** Appreciate the significance of SEBI as a regulatory mechanism in the Indian Capital Market

**CO3:** Develop an ability to start micro scale investment in stock market

**CO4:** Familiarize with different dimensions of derivative trading

**CO5:** Explain the functioning of new issue market and identify the major intermediaries

**CO6:** Identify the major stock exchanges of India and appreciate the role played by them in terms of capital raised



### **UEN2030: Film Studies (Open Course)**

**CO1:** Develop critical and appreciative skills in film viewing

**CO2:** Write reviews and critiques on films

**CO3:** Examine the verbal and non-verbal messages in films and how they influence the socio-political-cultural behaviour of people

**CO4:** Observe the operation of the sound and color in films

**CO5:** Outline the processes of film production, including pre-production, production, and post production.

**CO6:** Draft research essays in the discipline.

### **UEC2026: Fundamentals of Economics (Open Course)**

**CO1:** Apply basic concepts of economics of demand and supply

**CO2:** To analyse and demonstrate the expenditure pattern of a country

**CO3:** To critically evaluate the functioning of financial system

**CO4:** To evaluate the planning system and strategies

### **UBC2029: Internet and Digital Marketing (Open Course)**

**CO1:** Understand the basic concepts of Internet and Cyber laws.

**CO2:** Develop web pages using HTML.

**CO3:** Acquire basics of digital marketing concepts.

**CO4:** Discuss about the various business drivers in the digital world.

**CO5:** Familiarize with E-commerce and online tools for marketing.

### **UMA2030: Applicable Mathematics (Open Course)**

**CO1:** Solve quadratic equations.



**CO2:** Plot points and draw graphs of straight lines.

**CO3:** Use problem solving techniques for aptitude problems

**CO4:** Find the derivatives and integrals of functions

**CO5:** Define outcomes, sample space and events

### **UBB 2024: Brand Management (Open Course)**

**CO 1:** Demonstrate a fair understanding about key principles of branding

**CO 2:** Discuss and apply different strategies for promoting brands and types of branding.

**CO 3:** Design and implement brand strategies that consider brand naming, logo and its types

**CO 4:** Cognize and apply brand positioning strategies

**CO 5:** Demonstrate and apply knowledge of different brand extension strategies.



## B Sc MATHEMATICS

### PROGRAMME SPECIFIC OUTCOMES (PSO)

A Mathematics graduate at Marian will be able to:

**PSO1:**Demonstrate analytical skills in Algebra, Trigonometry, Calculus, Graph theory, Differential equations, Discrete Mathematics and utilize spatial visualisation and geometric modelling.

**PSO2:**Organize and interpret real time data and to make proper decisions.

**PSO3:**Apply appropriate problem solving methodologies for the solution and analysis of problems in the domain of Finance and Accounting, Computer Science, Mathematics and Statistics.

**PSO4:**Demonstrate proficiency in C and Python languages, web technology and networking and communication skills.

**PSO5:**Enhance employability through linguistic skills, aptitude and logical reasoning skills.

### COURSE OUTCOMES (CO)

#### UMA2001 (G): German Grammar and Translation (Seen texts)

**CO1:** Identify the distinctive sounds in German

**CO2:** Articulate words with correct pronunciation

**CO3:** Understand basic grammar

**CO4:** Develop the skills of reading, writing and listening in German

**CO5:** Ability to translate from German to English with the help of dialogue patterns, conversations, and short texts, written and oral exercises





## **UMA2002: Foundation of Mathematics**

**CO1:** define sets and functions

**CO2:** distinguish between equivalence relations and partial order relations

**CO3:** analyse statements using truth tables

**CO4:** construct different methods of proofs

**CO5:** apply divisibility theory and basic properties of congruence

## **UMA 2003: Basic Statistics**

**CO1:** Demonstrate appropriate sampling and data collection processes

**CO2:** Calculate measures of central tendency and dispersion

**CO3:** Describe the basics of probability theory.

**CO4:** Compute the probabilities of events using various methods

**CO5:** Construct index numbers

## **UMA2004: Introduction to Computer**

**CO1:** Understand various computer types.

**CO2:** Understand the basics of software systems.

**CO3:** Use basic features available in excel

**CO4:** Develop PowerPoint presentation using MS PowerPoint

## **UMA 2005: Fundamentals of Accounting**

**CO1:** Identify the objectives and functions of accounting, accounting concepts and conventions required for the business enterprise.

**CO2:** Develop the ability to use the fundamental accounting equation to analyse the effect of business transactions on an organization's accounting records.

**CO3:** Prepare trial balance by understanding the format in order to ensure the arithmetical accuracy.



**CO4:** Explain the concept and methods of depreciation.

**CO5:** Create final accounts of the sole proprietorship by understanding the nature of accounts.

## **UCE2002: Academic and Professional English**

**CO1:** Identify the elements of good academic writing

**CO2:** Select the right vocabulary for an academic essay

**CO3:** Write effective thesis statements

**CO4:** Identify the different strategies employed in shaping an academic essay

**CO5:** Write brief book reviews

**CO6:** Write a CVs and cover letters

## **UMA2007H: HINDI Poetry, Short Story and Novel**

**CO1:** Understand the literary works. (CO 1)

**CO2:** Evaluate the literary works. (CO 2)

**CO3:** Analyze the literary works. (CO 3)

**CO4:** Create literary contents. (CO 4)

**CO5:** Apply literary criticism. (CO 5)

## **UMA2007G: German Grammar, Translation and Communication (Seen Texts)**

**CO1:** Identify grammatical concepts

**CO2:** Write sentences adhering to grammatical rules

**CO3:** Translate simple texts from German into English

**CO4:** Use German in simple conversations



## **UMA2008:Analytic Geometry, Trigonometry and Matrices**

**CO1:** develop equation of tangent, normal and locus of a point on a conic

**CO2:** develop polar equation of a line, circle, tangent and normal to a conic

**CO3:** separate into real and imaginary parts of a circular and hyperbolic functions of a Complex variable

**CO4:** solve a system of linear equations using different methods

**CO5:** identify eigen vectors corresponding to eigen values

**CO6:** apply Cayley Hamilton theorem

## **UMA 2009: Theory of Random Variables**

**CO1:** Illustrate and formulate probability density functions and distribution functions for random variables.

**CO2:** Explain the concepts of expectation and describe their properties.

**CO3:** Measure skewness and kurtosis of distributions.

**CO4:** Find the correlation between two variables.

**CO5:** Identify the nature of relationship between two variables through regression analysis.

## **UMA2010 Networking and Web Development**

**CO1:** Understand basics of www

**CO2:** Develop basic html pages

**CO3:** Understand and Implements various styling using css

**CO4:** Understand basics of web development

## **UMA 2011: Banking and Computerized Accounting**



**CO1:** Discuss the Indian Banking system, basic concepts, various innovations and reforms in banking services.

**CO2:** Construct Bank Reconciliation Statement.

**CO3:** Understand the basic concepts of Tally ERP- 9.

**CO4:** Develop practical skills in the application of Tally Accounting Package.

### **UMA 2012: Computer Fundamentals**

**CO1:** Use Google Forms.

**CO2:** Use Google Slides.

**CO3:** Use Google Document

### **UMA2013: Tally ERP9 for Beginners**

**CO1:** Equip the students to meet the demand of the industry by introducing them with Tally ERP9.

**CO2:** Develop practical skills in the application of Tally Accounting Package.

**CO3:** Prepare final accounts of a company in Tally ERP.

### **UMA2014H: HINDI Ancient and Modern Poetry**

**CO1:** Understand the literary works. (CO 1)

**CO2:** Evaluate the literary works. (CO 2)

**CO3:** Analyze the literary works. (CO 3)

**CO4:** Create literary contents. (CO 4)

**CO5:** Apply literary criticism. (CO 5)



## **UMA2014 (G): German Grammar, German History, Society and Culture**

**CO1:** Understand the history, society and culture of German speaking countries

**CO2:** Appraise Germany before and after the World War II

**CO3:** Apply knowledge of grammar

**CO4:** Comprehend texts at a higher level

## **UMA2015: Calculus**

**CO1:** Find the higher order derivatives of functions.

**CO2:** Expand functions using Taylor's and Maclaurin's series.

**CO3:** Find the partial derivatives of functions.

**CO4:** Calculate area under the given curve, length of the given arc, volume by slicing and rotation about an axis.

**CO5:** Solve double integrals and triple integrals using suitable substitutions

## **UMA 2016: Probability Distributions**

**CO1:** Create an application of probability models to different contexts.

**CO2:** Demonstrate the fitting of statistical data.

**CO3:** Analyze various probability distributions and use for data processing.

**CO4:** Apply the theorems to the data for statistical testing purpose.

**CO5:** Apply sampling distributions to data analysis.

## **UMA2017 Programming with C Language**

**CO1:** Understand and implement c language basic

**CO2:** Implements various string handling functions.

**CO3:** Implements various operators of c

**CO4:** Implements functions using c

**CO5:** Develop programs with Looping and branching statements.



## **UMA 2018: Advanced Accounting**

**CO1:** Discuss the salient features and nature of Consignment transactions.

**CO2:** Demonstrate the accounting knowledge in the preparation of branch accounts.

**CO3:** Explain the basic knowledge of partnership.

**CO4:** Describe the various forms of reconstitution of partnership.

## **UMA 2019: Introduction to Income Tax**

**CO1:** Understand different aspects of Income Tax

**CO2:** Calculate the taxable income of a salaried person

## **UMA2020H: HINDI Prose**

**UMA2020H 1:** Student will be able to think logically and present ordered arguments, reasoned explanations and communicate them clearly

**UMA2020H 2:** Student will be able to work and communicate in Hindi

**UMA2020H 3:** Student will be able to analyse the social problems

## **UMA2020 (G): German Literature: Selected Readings -Prose and Poetry**

**CO1:** Identify outstanding German writers

**CO2:** Evaluate the contribution of well-known German writers to the growth of the German language

**CO3:** Aesthetically appreciate works of German literature

**CO4:** Use German language with competence and proficiency



## **UMA 2021: Vector Calculus, Theory of Equations and Numerical Methods**

**CO1:** Calculate the line and surface integrals using fundamental theorem, green's theorem, Stoke's theorem and Divergence theorem.

**CO2:** Find partial derivatives, gradients and directional derivatives.

**CO3:** Find velocity vector, tangent vector, normal vector, torsion and unit binormal vectors.

**CO4:** Apply theorems regarding roots of an equation to solve polynomial equations.

**CO5:** Find numerical solutions of algebraic and transcendental equations.

## **UMA 2022: Mathematics for Competitive Examinations and Soft Skills**

**CO1:** Use problem solving techniques for aptitude problems

**CO2:** Model and make decisions with mathematical, statistical, and quantitative information

**CO3:** Find HCF, LCM, square and square roots, cube and cube roots of numbers and solution of quadratic equations

**CO4:** Demonstrate skill in communicating effectively in English

**CO5:** Write perfect resumes, and also attend the interviews and participate in group discussions with confidence

## **UMA 2023: Statistical Inference**

**CO1:** Discuss the properties of estimators which are needed for further evaluation of probability models.

**CO2:** Demonstrate various estimation methods which will help in the proper data manipulation.

**CO3:** Examine interval estimation.

**CO4:** Apply various statistical testing procedures in real life problems which are helpful in forecasting and decision making.

**CO5:** Analyze various practical problems statistically in order to reduce errors in data interpretation

## **UMA2024 Python 3 Programming**



**CO1:** Install and Configure Python 3

**CO2:** Understand and implement basic python

**CO3:** Implements various python data structures.

**CO4:** Implements various operators of python

**CO5:** Develop programs with Looping and branching statements.

### **UMA2027: Differential Equations**

**CO1:** Find the integrating factor to convert an equation into an exact one and solve the equation.

**CO2:** Solve linear and Bernoulli equations.

**CO3:** Solve homogeneous linear differential equations.

**CO4:** Find the power series solution of the equations.

**CO5:** Solve  $dx/P + dy/Q + dz/R$ .

### **UMA2028: Abstract Algebra**

**CO1:** Analyse finite groups and abelian groups

**CO2:** Analyse cyclic groups

**CO3:** Distinguish between group isomorphism, automorphism and homomorphism

**CO4:** Analyse ring and field

**CO5:** Find characteristics of a ring

### **UMA2030: Applicable Mathematics**

**CO1:** Write ordinary text, mathematical formulae as equations

**CO2:** Organize texts using formatting comments

**CO3:** Know insertion of symbols and operators in texts

**CO4:** Create array, table, header and font

### **UMA 2033: Complex Analysis**





**CO1:** Identify the analytic functions

**CO2:** Solve the integrals of complex functions by applying theorems and results

**CO3:** Examine the convergence of complex sequence and series.

**CO4:** Find singular points and their residues.

**CO5:** Solve improper integrals.

### **UMA 2034: Discrete Mathematics**

**CO1:** Explain the basic concepts of graphs, trees and connectivity

**CO2:** Find the matrix representation of a given graph

**CO3:** Demonstrate various results related to tours, paths and cycles

**CO4:** Discuss different cryptographic systems.

**CO5:** Explain posets and lattices.

### **UMA2035: Linear Algebra and Metric Spaces**

**CO1:** analyse vector space, its basis and dimension

**CO2:** generate matrix representation of a linear transformation

**CO3:** distinguish between kernel and image of a linear transformation

**CO4:** analyse metric space

**CO5:** analyse complete metric space

### **UMA2036 A: Operations Research**

**CO1:** understand the significance of OR in Management and Industry

**CO2:** converts real life situations to mathematical models.

**CO3:** solve Linear programming problems using graphical method and algebraic method

**CO4:** apply transportation problem and assignment problem in real life situations

**CO5:** apply the concept of Game theory in various competitive situations



## **UMA 2036 B: Topology**

**CO1:** Understand the basic concept of topology and its significance in real life situations

**CO2:** Develop precise knowledge about closed sets, limit points and Metric topology

**CO3:** Learn the concept of connected spaces in the real line

**CO4:** Study the properties of compactness

## **UMA 2036 C: Theory of Computation**

**CO1:** Understand the basic concept of automata, DFA and N DFA

**CO2:** Study the concept of Grammar and its applications

**CO3:** Perform operations on Languages and Automata

**CO4:** Construct Finite automata equivalent to regular expressions



# BACHELOR OF APPLIED ECONOMICS

## PROGRAMME SPECIFIC OUTCOMES (PSO)

**PSO1:** Analyse key economic theories from historic to contemporary period.

**PSO2:** Evaluate contemporary socio-economic policies.

**PSO3:** Measure economic variables and formulate contemporary economic models by using appropriate tools.

**PSO4:** Produce interdisciplinary and integrated economic research papers

**PSO5:** Apply professional communication techniques suitable for pursuing higher studies or to be employable at the global level.

## COURSE OUTCOMES (CO)

### UEC2001: Business Communication

**CO1:** Analyze and apply the elements and necessary conditions for effective communication.

**CO2:** Compose and disseminate essential business letters.

**CO3:** Analyse and apply communication skills for workplace success

**CO4:** Analyse and evaluate the use of ICT-enabled communication for ordinary business purposes.

**CO5:** Recognize, articulate and apply ethical principles in various academic, professional, social or personal contexts.

### UEC2003: Introductory Statistics

**CO1:** Produce appropriate graphical, tabular, and numerical summaries of the distributions of variables in a data set.

**CO2:** Apply the principles of data collection using various sampling methods and present it meaningfully.

**CO3:** Apply statistical methods ethically.



**CO4:** Analyze research questions based on statistical data, draw relevant conclusions under the limitations of particular statistical methods.

**CO5:** Identify and apply some common probability distributions, and assess if underlying assumptions for the distribution are reasonable

### **UCE2002: Academic and Professional English**

**CO1:** Identify the distinct sounds in English words

**CO2:** Articulate words and sentences clearly stressing the right syllables

**CO3:** Choose the right words while writing/talking about everyday life

**CO4:** Write sentences adhering to tense rules

**CO5:** Correct common errors such as punctuation and capitalization

**CO6:** Use expressions appropriate for various social occasions

**CO7:** Identify the key points in a piece of writing

### **UEC2006: Research Methodology for Economics**

**CO1:** Explain the criteria for good research and identify good research works.

**CO2:** Analyse various research approaches and designs employed in social science.

**CO3:** Evaluate different data collection methods and sampling procedures.

**CO4:** Explain various steps involved in data analysis and interpretation.

**CO5:** List out the steps and procedure involved in carrying out publishable research work.

### **UEC2007: Introductory Micro Economics**

**CO1:** Describe the nature of microeconomics

**CO2:** Explain consumer utility theories graphically

**CO3:** Illustrate the working of price mechanism

**CO4:** Describe how firms behave in under various risk scenarios

**CO5:** Illustrate how a firm adjust production in accordance with different cost conditions.



## **UEC2008: Intermediate Statistics**

**CO1:** Find averages and advanced measures of probability distributions.

**CO2:** Formulate statistical hypotheses and test them for durability.

**CO3:** Test for correlation and regression between the variables of a given model.

## **UEC2009: Intermediate Mathematics**

**CO1 :** Evaluate limit and continuity of functions

**CO2 :** Apply rules of differentiation and optimize functions using derivatives

**CO3 :** Distinguish between exponential and logarithmic functions

**CO4 :** Evaluate integrals and area between curves using integral calculus

**CO5 :** Apply rules of partial differentiation and optimize multivariable functions

## **UEC2010: Course Micro Project**

**CO1:** Suggest practical solutions to research issues with application of concepts, principles, theories and processes

**CO2:** Entail scientific collection, analysis and interpretation of data to valid conclusions

**CO3:** Identify any issue of social and economic relevance in an area, organization, related issues of contemporary relevance or undertake a case study

**CO4:** Inspect in detail the roots cause of contemporary social and Economic issues

## **UEC2011: Intermediate Micro Economics**

**CO1:** describe the working of various factor markets

**CO2:** determine how firms behave in different market situations

**CO3:** formulate strategies in accordance with the changing behaviour of the competitors

**CO4:** determine profit maximization output in product and factor markets.



## **UEC2012: Introductory Macro Economics**

**CO1:** Classify the components of national income

**CO2:** Calculate national income

**CO3:** Compare various instruments of monetary policy

**CO4:** Evaluate the problem of unemployment and need for economic growth

**CO5:** Elucidate the functioning of an open economy

## **UEC2013: Mathematical Economics**

**CO1:** Solve problems on elasticity and functions using mathematics, Produce and interpret graphs of basic economic functions.

**CO2:** Optimize practical business/ economic problems of multi variable nature.

**CO3:** Formulate games out of practical problems and solve them to find optimal strategies.

**CO4:** Solve logistical contingencies by applying Operations

## **UEC2014: Introductory Financial Accounting**

**CO1:** Identify the meaning, nature, objectives and functions of accounting.

**CO2:** Develop the ability to use accounting concepts, principles and frameworks to analyze and effectively communicate information to a variety of audiences.

**CO3:** Develop the ability to use the fundamental accounting equation to analyze the effect of business transactions on an organization's accounting records.

**CO4:** Explain the concept and methods of depreciation.

**CO5:** Create final accounts of the sole proprietorship by understanding the nature of accounts.

## **UEC2015: Financial Markets and Institutions**

**CO1:** Identify the components of financial markets

**CO2:** Explain the operation of different financial markets



**CO3:** Explain the role of regulatory bodies of the financial markets

**CO4:** Evaluate and reflect upon relevant policies

### **UEC2017: Agricultural Economics**

**CO1:** Interpret economic theories related to agriculture in the Indian perspective

**CO2:** Assess various government policies related to agriculture

**CO3:** Explain productivity pattern of Indian agriculture

**CO4:** Assess the Indian agriculture sector under various five year plans

### **UEC2018: Intermediate Macro Economics**

**CO1:** To describe trade cycle and analyze policy implications

**CO2:** To assess the working of ISLM model

**CO3:** To present various types of investment

**CO4:** To differentiate various types of inflation

**CO5:** Demonstrate the working of ISLM in open economy- Mundel Fleming model

### **UEC2019: Financial Economics**

**CO1:** Distinguish various theories of interest rate

**CO2:** Demonstrate the working of financial market

**CO3:** Evaluate financial market instability and crisis

### **UEC2020: Intermediate Financial and Computerised Accounting**

**CO1:** Discuss the salient features and nature of Consignment transactions.

**CO2:** Demonstrate the accounting knowledge in the preparation of branch accounts.



**CO3:** Understand the basic concepts of Tally ERP- 9.

**CO4:** Develop practical skills in the application of Tally Accounting Package.

### **UEC2021: Introductory Econometrics**

**CO1:** Postulate and test hypotheses related to economic issues or problems.

**CO2:** Conduct empirical work/research in business and economics based on given data.

**CO3:** Build economic models and estimate the variables with econometric modelling software.

**CO4:** Use statistical software to estimate regressions.

### **UEC2023: Theory of Public Economics**

**CO1:** Demonstrate theoretical knowledge to analyze and evaluate various public policies

**CO2:** Demonstrate familiarity with a range of policy issues and relevant analytical tools.

**CO3:** Critically discuss key issues in government income and expenditure

### **UEC2024: Indian Economy Pre-liberalization**

**CO1: Analyze** and evaluate the structure of Indian Economy from pre-colonial period to post- independence era

**CO2:** Critically analyze and evaluate the achievements of the various government agricultural policies over time.

**CO3:** Critically analyze and evaluate the achievements of the various government industrial policies over time

**CO3:** Analyze and evaluate different types of plans adopted in India.

### **UEC2025: Alternative Economics**





- CO1:** Include gender and energy perspectives in economic analysis
- CO2:** Evaluate the economic implications of drug addiction and crime
- CO3:** Illustrate the economic perspective of family size, marriage and divorce
- CO4:** To identify the dying energy sources and policies to save them from extinction
- CO5:** To map usage of energy consumption and sketch the efficient ways of usage

### **UEC2026: Intermediate Econometrics**

- CO1:** Conduct empirical work/research in business and economics based on given data.
- CO2:** Find, test and remedy any error in given econometric models.
- CO3:** Formulate and solve nonlinear models using statistical software.
- CO4:** Formulate models to represent dynamic economic problems and solve them using econometric modelling packages.

### **UEC2029: Public Finance in India**

- CO1:** Demonstrate understanding of the constitutional provisions for fiscal revenue.
- CO2:** Demonstrate understanding of the constitutional provisions for public expenditure
- CO3:** Analyze and evaluate various fiscal policies at the state and national level
- CO4:** Analyze different types of taxes

### **UEC2030: International Economics**

- CO1:** Illustrate how international economic theory has been shaped by real world events
- CO2:** explain the working of world trade organization
- CO3:** describe the structure of Balance of payment
- CO4:** describe and analyse various kinds of exchange rate.



## **UEC2031: Economics of Growth and Development**

- CO1:** Analyze alternative approaches to promote development
- CO2:** Explain major development problems
- CO3:** Assess and justify specific policy choices
- CO4:** State, analyse and evaluate various theories of development
- CO5:** Describe various techniques to measure inequality

## **UEC2032: Indian Economy Post-liberalization**

- CO1:** Analysis Indian economic policies
- CO2:** Reflect upon various economic conditions of the Indian economy
- CO3:** illustrate the major constituents of Kerala economy
- CO4:** Critically analyse and evaluate Indian economic reforms

## **UEC2033A : Economics of Sustainable Development (Elective Course)**

- CO1:** critically analyse and evaluate different interpretations of sustainable development strategies
- CO2:** evaluate environmental limits to economic growth
- CO3:** synthesize environmental protection and pollution control measures

## **UEC2033C : Travel and Tourism Management (Elective Course)**

- CO1:** Analyse the tourism industry as a contributor to the Indian economy.
- CO2:** Analyse the role of different tourism bodies that aid travel management.
- CO3:** Provide methods to market different tourism products.
- CO4:** Analyse the different dimensions of tourism development at the regional, national and global levels.



## **UEC2034: Project**

**CO1:** Conceptualize and undertake a research project at the undergraduate level

**CO2:** Apply the theoretical and technical knowledge acquired to study social, economic and political situations

**CO3:** Work in groups for timely completion of similar tasks

**CO4:** Present the study undertaken in a clear, precise and internationally accepted Format.



# MASTER OF COMMUNICATION AND MEDIA STUDIES

## PROGRAMME SPECIFIC OUTCOMES (PSO)

**PSO1:** gather and disseminate news through various media like print, radio, television and internet;

**PSO2:** create, edit and design content for digital media in a professional environment;

**PSO3:** conceive an idea, shoot and edit video-based fictional and non-fictional content, including radio and television commercials for broadcast;

**PSO4:** coordinate and manage brand image through effective application of Public Relations and Corporate Communication.

**PSO5:** identify and respond to the various legal and ethical issues that concern the field of communication and media studies.

## COURSE OUTCOMES (CO)

### PMS2002: Introduction To Journalism

**CO1:** evaluate the historical and contemporary journalistic practices

**CO2:** evaluate the functions of media

**CO3:** write content for the print media

**CO4:** produce content for the broadcast media

**CO5:** create content for the new media

### PMS2003: Print Media Journalism

**CO1:** demonstrate comprehensive understanding of the different news factors

**CO2:** apply news gathering techniques for print media

**CO3:** attain knowledge to use the technical terms of print media

**CO4:** interpret the print media content



**CO5:** create news content for print media

### **PMS2004: Media and Aesthetics**

**CO1:** interpret different media designs

**CO2:** apply designing principles in media

**CO3:** evaluate print media designs

**CO4:** evaluate visual media designs

**CO5:** create media designs

### **PMS2005A: Creative Writing for Media (Elective)**

**CO1:** create unique content related to different media platforms

**CO2:** create powerful headlines and captions

**CO3:** create content for different forms of fiction and poetry

**CO4:** create and maintain a blog

**CO5:** create and develop research and editing skills

### **PMS2005B: Sports Journalism (Elective)**

**CO1:** evaluate different sports and games

**CO2:** create content based on sports data

**CO3:** write sports content for print media

**CO4:** produce sports content for broadcast media

**CO5:** prepare sports content for the new media

### **PMS2005C: Science and Environmental Journalism (Elective)**

**CO1:** evaluate and create content based on science and environmental journalism

**CO2:** evaluate the different trends in science and environmental journalism

**CO3:** write scientific and environmental content for the print media



**CO4:** produce scientific and environmental content for the broadcast media

**CO5:** create scientific and environmental content for the new media

### **PMS2006: Print Media Productions (Practical)**

**CO1:** apply the computer software for editing text and headlining

**CO2:** apply software for computer assisted editing and proofreading

**CO3:** create textual and visual content for news and features

**CO4:** apply software for layout and design

**CO5:** create portfolio of photo editing and designing

### **PMS2007: Photography (Practical)**

**CO1:** interpret the basics of photography

**CO2:** apply the exposure triangle in photography

**CO3:** apply framing and composition

**CO4:** apply the techniques of lighting in photography

**CO5:** create and design a portfolio of work

### **PMS2008: Technical Writing (Non-Credit)**

**CO1:** demonstrate the proficiency in technical writing

**CO2:** apply different types of technical documentation

**CO3:** apply writing skills in different stages of technical writing

**CO4:** apply the principles of technical writing

**CO5:** create content using popular styles and standards



## **PMS2009: Television Journalism**

**CO1:** analyse ethical issues in television programmes

**CO2:** evaluate television programmes

**CO3:** create programme ideas for television

**CO4:** create scripts for television programmes

**CO5:** produce news programmes for visual media

## **PMS2010: Communication Research**

**CO1:** apply different concepts of research

**CO2:** apply different techniques used for research

**CO3:** analyse different research methodology designs

**CO4:** evaluate research problems

**CO5:** analyse ethical issues of research

## **PMS2011: Advertising Concepts and Practices**

**CO1:** differentiate advertising as a professional marketing tool from publicity

**CO2:** evaluate the role of an advertising agency in the advertising business

**CO3:** critically analyse different TV commercials

**CO4:** evaluate the contribution of Indian advertising

**CO5:** create advertisements based on unique selling proposition (USP)

## **PMS2012A: Intimate Journalism (Elective)**

**CO1:** evaluate intimate journalistic practices for specialisation

**CO2:** evaluate content using intimate journalistic principles

**CO3:** write intimate journalistic content for print media



**CO4:** produce intimate journalistic content for broadcast media

**CO5:** create intimate journalistic content for new media

### **PMS2012B: Magazine Journalism (Elective)**

**CO1:** apply text, images and design to reflect industry standards

**CO2:** apply the principles of design and layout in magazine production

**CO3:** apply interview and research skills for content creation

**CO4:** create content for general and special interest magazines

**CO5:** create magazines and e-zines

### **PMS2012C: Educational Communication (Elective)**

**CO1:** analyse educational content in print and visual media

**CO2:** evaluate visual content for e-learning

**CO3:** create programme ideas for educational content in visual media

**CO4:** create script for e-learning through visual media

**CO5:** create content for educational programmes in new media

### **PMS2013: Television News Production (Practical)**

**CO1:** create quality story concepts using their analytical skills

**CO2:** create a prepared script into a coherent television production working in a team

**CO3:** evaluate a variety of approaches to video production to develop critical thinking and self-awareness

**CO4:** apply proficiency in recording and editing for audio-visual productions

**CO5:** apply new techniques in anchoring and compering





## **PMS2014: Videography and Video Editing (Practical)**

**CO1:** apply different production practices in broadcast media, television and multi-camera production

**CO2:** create and develop project ideas, and other pre-production materials, and produce an idea as a high-quality finished video product

**CO3:** create professional video using lighting and audio recording equipment

**CO4:** create and design broadcast packages by incorporating elements of sound, light and voice over

**CO5:** produce videos with the help of video editing software

## **PMS2015: Internship Practice I**

**CO1:** analyse the work atmosphere in a media organization

**CO2:** apply theoretical knowledge to work in a media organisation

**CO3:** evaluate the different departments in a media organisation

**CO4:** create content for a media organisation

**CO5:** create a portfolio of work completed

## **PMS2016: News Reading and Compering (Non-Credit)**

**CO1:** apply the skills necessary for research, develop and write news

**CO2:** apply and develop analytical and critical thinking skills for preparing news reading

**CO3:** demonstrate appropriate and credible sources for news stories

**CO4:** apply psychological determinants of effective communication

**CO5:** produce programmes for different TV formats

## **PMS2017: Radio Journalism**

**CO1:** apply the production skills in the preparation and distribution of content

**CO2:** create and present different types of radio programmes



**CO3:** create scripts for different types of radio programmes

**CO4:** create content for general and special interest audiences

**CO5:** create portfolio of radio programmes

### **PMS2018: Public Relations and Corporate Communication**

**CO1:** evaluate the management of perceptions of a reputed national company

**CO2:** explain the concept and application of integrated communication in a corporate entity

**CO3:** illustrate a performance as the basis of professional public relations practice

**CO4:** apply crisis management in different situations

**CO5:** analyse the trends and issues in managing change

### **PMS2020A: International Communication (Elective)**

**CO1:** evaluate the diverse aspects of cross-cultural communication

**CO2:** evaluate the role of dominant news agencies

**CO3:** analyse the contribution of ICTs in sustaining media imperialism

**CO4:** explain media convergence and its impact

**CO5:** evaluate the ‘CNN effect’ and the ‘operation restore hope’

### **PMS2020B: Event Management (Elective)**

**CO1:** classify the different events that need to be managed

**CO2:** apply the principles of successful event management

**CO3:** evaluate the procedures involved in the effective conduct of an event

**CO4:** develop a set of policies for the better performance of an event

**CO5:** specify the key decision makers of an event

### **PMS2021: Multimedia Production (Practical)**



**CO1:** apply the basic principles of multimedia production

**CO2:** create multimedia content by applying basic designing principles

**CO3:** create images using sophisticated graphical tools

**CO4:** apply specialised individual multimedia design and production skills

**CO5:** design multimedia content by utilizing current technologies

### **PMS2023: Sound Designing (Practical)**

**CO1:** analyse sound design as both an artistic and technical process

**CO2:** create an original sound design for a short film

**CO3:** record original sound effects, background and voice recordings

**CO4:** analyse the responsibilities of a sound designer

**CO5:** apply basic editing and mixing functions in a digital audio workstation

### **PMS2024: Introduction to Film Appreciation (Non-Credit)**

**CO1:** apply the principles of film appreciation for analysing films

**CO2:** analyse the aesthetic elements in a cinema for research purposes

**CO3:** analyse and review films based on theories and principles

**CO4:** write content for print and new media

**CO5:** produce audio-visual programmes for broadcast media

### **PMS2025: Introduction to Film Studies**

**CO1:** analyse the film theories and movements

**CO2:** evaluate the popular, parallel and regional films

**CO3:** analyse cinema as a text

**CO4:** evaluate current developments of popular cinema in India

**CO5:** evaluate the technological developments of cinema



## **PMS2026: Media Laws and Ethics**

- CO1:** analyse and apply principles of media ethics
- CO2:** analyse and apply the rights and liberties of media
- CO3:** evaluate the ethical issues in the field of journalism
- CO4:** write for print media based on media laws and ethics
- CO5:** produce content for broadcast and online media based on media laws and ethics

## **PMS2027: Film Theories**

- CO1:** evaluate different film theories
- CO2:** analyse the conceptualisation of film theories
- CO3:** demonstrate ability to relate contemporary realities with evolving theories of cinema
- CO4:** evaluate the work of film scholars and theorists
- CO5:** evaluate the visual elements of international and national cinema

## **PMS2028: Short Film and Documentary Production (Practical)**

- CO1:** apply the principle modes of documentary and short film making
- CO2:** evaluate documentaries and short films
- CO3:** evaluate the different stages in documentary and short film production
- CO4:** apply filmmaking ethics and aesthetics
- CO5:** create a documentary or short film integrating all the elements of production

## **PMS2029: Dissertation**

- CO1:** develop solid academic base in the topic of research
- CO2:** apply scientific techniques and draw logical conclusions



**CO3:** analyse and synthesise research findings

**CO4:** apply theoretical frameworks to the chosen area of study

**CO5:** critically appraise and interpret existing literature

### **PMS2030: Comprehensive Viva Voce**

**CO1:** apply the integrated knowledge gathered from different courses

**CO2:** apply current knowledge about the industry

**CO3:** apply professional standards and ethics

**CO4:** demonstrate professional communication skills

**CO5:** evaluate the progress of oneself

### **PMS2031: Internship Practice II**

**CO1:** analyse the work atmosphere in a media organisation

**CO2:** apply theoretical knowledge to work in a media organisation

**CO3:** evaluate the different departments in a media organisation

**CO4:** create content for a media organisation

**CO5:** create a portfolio of work completed



# MASTER OF COMMERCE

## PROGRAMME SPECIFIC OUTCOMES (PSO)

**PSO1:** Identify and analyse business problems and finding solutions by applying scientific methods.

**PSO2:** Able to explore business opportunities and translate them into sustainable, ethically responsible and globally competitive business ventures

**PSO3:** Able to integrate modern technology and professionalism to meet the expectations of modern corporate world.

**PSO4:** Able to use domain knowledge and ICT enabled teaching technologies to pursue a career in teaching.

## COURSE OUTCOMES (CO)

### **PMM2001: Advanced Corporate Accounting**

**CO1:** Describe and apply the various Accounting Standards in the preparation of financial Statements of MSME

**CO2:** Prepare Financial Statements as per Part I Schedule III Division I of Companies Act 2013

**CO3:** Describe and distinguish the conceptual framework of IFRS and Ind AS

**CO4:** Prepare Financial Statements as per Part I Schedule III Division II of Companies Act 2013

**CO5:** Discuss the concept of Human Resource Accounting and its approaches to its accounting process.

### **PMM2002: Enterprises, Innovations and Small Business Management**

**CO1:** Understand the concepts and framework of small business enterprise.

**CO2:** Familiarized with managerial aspects of small business.

**CO3:** Apply theoretical knowledge in setting up and management of small businesses.

**CO4:** Formulate and implement strategies for sustained growth of small businesses

**CO5:** Design innovative business models on existing and emerging business areas



## **PMM2004 Research Methodology**

**CO1:** Appreciate and Explain the concepts, methods and process of scientific enquiry for the creation of knowledge and development of theory

**CO2:** Identify research problems and prepare research proposal/synopsis

**CO3:** Explain the meaning of research design, its types and frame a research design, suitable to the type of problem under study

**CO4:** Identify the various sources of data, choose and prepare a suitable data collection instrument such as questionnaire/interview schedule to elicit data required for carrying out research.

**CO5:** Collect data and analyse it by using appropriate statistical tools in SPSS and interpret the results.

**CO6:** Prepare a research report in a standard format.

## **PMM2009: Advanced Financial Accounting**

**CO1:** Prepare and present final accounts of holding companies

**CO2:** Draw up the final accounts of public utility undertakings under Double Account system.

**CO3:** Maintain books of accounts of specialized types of business.

**CO4:** Maintain books of accounts of Service Sector organizations

**CO5:** Keep abreast of recent innovations in accounting.

## **PMM2010: Corporate Strategic Management**

**CO1:** Deep knowledge about the basic concepts of Strategic Management.

**CO2:** Evaluate different types of business strategies of companies.

**CO3:** Capable of formulating and implementing appropriate business strategies in response to dynamic business environment

**CO4:** Set vision, mission, goals and objectives for a corporate undertaking.

**CO5:** Use the concept of strategic evaluation for management and control of organizations.



## **PMM2011: Practices of Management and Organisational Behaviour**

**CO1:** Knowledge about the functions of Management and different schools of management thought.

**CO2:** Apply the principles of MBO in a contemporary business scenario.

**CO3:** Distinguish between various types of organizational structures and design organizational structure for a new business

**CO4:** Apply the knowledge about theories of Organisational Behaviour in contemporary business environment.

**CO5:** Use knowledge about the concept of organizational change and to initiate change in an organization.

## **PMM2012: Financial Management Principles and Strategies**

**CO1:** Knowledge about the basic concepts of financial management and ability to compute the time value of money and to design appropriate capital structure for a business.

**CO2:** Theoretical base in working capital management and competence to determine working capital requirements of a business organization.

**CO3:** Conceptual clarity about the fundamentals of inventory management and ability to solve practical problems in inventory management.

**CO4:** Evaluate cash management practices of business firms and suggest measures to overcome shortcomings, if any.

**CO5:** Appraise dividend theories to advise businesses to formulate dividend policies.





### **PMM2013: Operations Research**

**CO1:** Impart knowledge in concepts, tools and models of operations research.

**CO2:** Apply and solve real world problems using linear programming models.

**CO3:** Demonstrate the usage of transportation and assignment models for decision making

**CO4:** Formulate appropriate strategies using decision theory, game theory and replacement theory under different situations

**CO5:** Applying CPM and PERT techniques to plan, schedule and control project activities

### **PMM2016 Current Affairs and Teaching Aptitude**

**CO1:** Keep abreast of changes in the economic, social, political and cultural environment.

**CO2:** Take successfully competitive exams

**CO3:** Demonstrate the teaching aptitude and skills.

**CO4:** Keep informed about the institutions of higher learning and research in India.

### **PMM2018: Corporate Governance**

**CO1:** Evaluate the current system of corporate governance prevailing on the basis of various theories and models of and recommendations made by committees on corporate governance

**CO2:** Explain corporate governance regulations

**CO3:** Examine the methods and systems to achieve corporate excellence

**CO4:** Justify the importance of business ethics

**CO5:** Construct a business model that build corporate image



## **PMM2019: Business Environment**

- CO1:** Describe the concept of business environment and the regulatory framework
- CO2:** Appraise the contemporary world economic order.
- CO3:** Evaluate the political and legal environment of business.
- CO4:** Assess socio-cultural environment, business ethics and CSR
- CO5:** Evaluate the impact of international treaties and agreements on business environment India.

## **PMM2020: Direct Taxes – Law and Practice**

- CO1:** Able to understand the Income Tax system in India and basic concepts
- CO2:** Able to compute income under various heads
- CO3:** Apply rules regarding clubbing of income and set off and carry forward of losses
- CO4:** Able to apply provisions regarding deductions from gross total income in tax planning
- CO5:** Able to compute total income and tax liability of individuals

## **PMM2021: Financial Analysis and Reporting**

- CO1:** Identify accounting information and tools for business decision making.
- CO2:** Compute and interpret different ratios for business decision making.
- CO3:** Prepare and present fund flow statement.
- CO4:** Prepare and present cash flow statement
- CO5:** Prepare report on financial state of affairs to the stakeholders

## **PMM2022: International Finance and Business**

- CO1:** Identify and assess the significance of and issues related to international finance and liquidity.
- CO2:** Evaluate the contemporary international trade scenario and foreign exchange activities
- CO3:** Evaluate theories of international business



**CO4:** Achieve high level knowledge about various aspects of the international monetary system.

**CO5:** Gain the capacity to evaluate contemporary international trade treaties

### **PMM2022: Operations Management**

**CO1:** Describe the concept of operations management and productivity

**CO2:** Understand and apply concepts of quantitative and qualitative models in Operations Management.

**CO3:** Apply skills of modelling, managing and optimizing operations in manufacturing and service organizations.

**CO4:** Utilize a variety of quantitative and qualitative methods and tools for managing and improving operations decisions.

**CO5:** Identify the role and responsibilities of operations managers in different organizational contexts.

### **PMM2024:Current Affairs and Logical Reasoning**

**CO1:** Keep abreast of changes in the economic, social, political and cultural environment

**CO2:** Take competitive exams like UGC NET, SET, Bank PO, etc confidently

**CO3:** Develop a logical bend of mind to solve problems.

### **PMM2025 Soft Skill Development for Professional Excellence -III**

**CO1:** Develop interpersonal skills.

**CO2:** Use leadership skills to build a team at the workplace.

**CO3:** Identify and evaluate alternative course of actions and select the appropriate one to accomplish the task

### **PMM2028 Advanced Cost Accounting**

**CO1:** Apply principles of marginal costing for business decision making.



**CO2:** Apply the technique of standard costing for cost control.

**CO3:** Prepare budgets to monitor and evaluate financial performance.

**CO4:** Apply the concept of activity-based costing for decision making.

**CO5:** Assess contemporary Issues and recent developments in cost accounting

### **PMM2029 Taxation – Assessment & Procedures**

**CO1:** Competency to compute taxable income and tax liability of individuals, firms, Association

**CO2:** Persons and Body of Individuals in accordance with the provision of the Income Tax Act.

**CO3:** Compute the total income and tax liability of companies.

**CO4:** Knowledge about different types of income tax return and assessment.

**CO5:** Income Tax regime in India and provisions of the Income Tax Act regarding modes of payment of tax.

**CO6:** Awareness about the provisions of the Income Tax Act regarding survey, search and seizure, offences and penalties etc.

### **PMM2030 Goods and Services Tax**

**CO1:** Understand the fundamental principles and rationale of indirect tax system with special reference to GST.

**CO2:** Know the “place of supply rules” and applicability of the same under GST

**CO3:** Getting familiar with the technology and the flow of return filing under GST

**CO4:** Compute the assessable value of transactions related to goods and services.

File GST returns.

### **PMM2031A Financial Derivatives and Risk Management**

**CO1:** Understand theoretical framework of derivatives and able to use derivative instruments effectively for hedging risk

**CO2:** Use different models of pricing to determine the price of forward contract.

**CO3:** Calculate price of futures contract by using different pricing models

**CO4:** Use different pricing models to compute the value of options.



**CO5:** Apply swaps to exploit comparative advantage to obtain low-cost borrowing.

### **PMM2031 B Strategic Financial Management**

**CO1:** Identify and evaluate business projects using financial management tools

**CO2:** Understand the techniques used to analyse investment proposals

**CO3:** Assess and measure risks associated with investment proposals.

**CO4:** Advise prospective investors on various investment opportunities

**CO5:** Design appropriate portfolio for investors

### **PMM2032A Securities Analysis and Portfolio Management**

**CO1:** Evaluate various investment avenues

**CO2:** Carry out a fundamental analysis of to determine the intrinsic value of securities.

**CO3:** Employ technical analysis to predict future price movements of securities.

**CO4:** Manage portfolios and make appropriate decision in the area of portfolio management.

**CO5:** Evaluate and revise the portfolios.

### **PMM2032B Management Audit and Cost Audit**

1.Maintain cost records as per Generally Accepted Accounting Principles

2.Prepare Cost Audit report in compliance with statutory obligations

3.Evaluate the performance of an organization through cost accounting standards

4.Design appropriate course of action for optimal utilization of scarce resources to improve productivity

### **PMM2034 Current Affairs and Numerical Ability**

**CO1:** Take competitive exams like UGC NET, SET, Bank PO, etc. confidently

**CO2:** Improve numerical skill

**CO3:** Solve arithmetic problems speed and accuracy



# MASTER OF MANAGEMENT IN HOSPITALITY

## PROGRAMME SPECIFIC OUTCOMES (PSO)

**PSO1:** Apply knowledge and skills required for managing different functions in the hospitality and tourism sector\*

**PSO2:** Value the Indian socio-cultural ethos and develop competencies for multinational job assignments in hospitality and tourism.

**PSO3:** Demonstrate communication and interpersonal skills required for excellence in the hospitality and tourism industry and society at large.

**PSO4:** Analyse problems and make ethical decisions as upcoming leaders in hospitality and tourism industry.

**PSO5:** Develop awareness of their strengths and engage their autonomy to enhance their professional skillset and innovation in hospitality and tourism.

## COURSE OUTCOMES (CO)

### PMH2001: Management Principles and Practices

**CO1:** Apply the theories of directing function of management in real life like situations.

**CO2:** Develop an organization structure ideal for different types of hotels

**CO3:** evaluate and compare the different plans (mission, vision, core values etc.) of tourism enterprises and analyse its relationship to its core business

**CO4:** Formulate appropriate strategies for implementing control systems in output, behavioural and culture and clan control

**CO5:** Distinguish various types of hospitality and tourism organizations and its linkages with other businesses.



## **PMH2002: Advanced English for Managerial Communication**

**CO1:** Demonstrate listening skills relevant to business situations

**CO2:** Demonstrate the ability to start and sustain oral communication.

**CO3:** Design and deliver business presentations using multimedia tools.

**CO4:** Distinguish speeches for different purposes, draft and deliver speeches to suit particular audiences and purposes.

**CO5:** Write brief and long messages relevant to business contexts.

## **PMH2003: Research Methods and Quantitative Techniques**

**CO1:** Develop research orientation and soft skills like critical thinking, logical reasoning, problem solving etc.

**CO2:** Conduct scientific research in hospitality industry using appropriate methods

**CO3:** Apply statistical tools and software for data analysis, interpretation, referencing etc.

**CO4:** Produce research articles and theses addressing the problems in the society

**CO5:** Awareness about the importance of research in improving the standard of living of the people and the nation building

## **PMH2004: Accounting and Finance Management**

**CO1:** To prepare ledger books-based business transactions

**CO2:** To draft basic financial statements

**CO3:** To evaluate the financial performance of a business

**CO4:** To apply principles of budgeting in organizational context

**CO5:** To apply techniques of management and cost accounting to make sound managerial decisions



## **PMH2005: Organisational Behaviour**

**CO1:** Analyse individual and group behaviour, and understand the implications of organizational behaviour on the process of management.

**CO2:** Apply different motivational theories by understanding personality types and comparing motivational strategies used in a variety of organizational settings.

**CO3:** Evaluate the appropriateness of various leadership styles and conflict management strategies used in organizations.

**CO4:** Understand how organizational change and culture affect working relationships within organizations.

**CO5:** Design strategies to manage professional and personal life in hospitality tourism organisations.

## **PMH2006: Professionalism and Leadership Development-I**

**CO1:** Develop conceptual knowledge and hands-on experience of the subject dealt with in the professional development Workshop.

**CO2:** Demonstrate the ability to apply the knowledge in relevant areas.

**CO3:** Initiate reflective practices for personal development and apply insights from training in psychological models and concepts for developing leadership skills.

**CO4:** Assemble an individualised learner portfolio that showcases one's learning projects, competencies and accomplishments.





## **PMH2007: Viva Voce**

**CO1:** Illustrate the Integrated understanding of the knowledge gathered from the various courses in the Semester

**CO2:** Demonstrate current knowledge about the industry

**CO3:** Assimilate information from different domains and show capability to apply it to managerial decision making.

**CO4:** Demonstrate professional communication skills

## **PMH2008: Managerial Economics**

**CO1:** To apply economic reasoning to micro and macroeconomic policy issues in a critical manner

**CO2:** To evaluate how the price and other determinants influence demand supply situation

**CO3:** To assess how the production policies of a firm impacts its survival and market dominance

**CO4:** To analyse how the competitive structure of a market impacts the cost – revenue strategies of a firm

**CO5:** To synthesise market reports and justify the macro-economic significance of tourism industry

## **PMH2010: Operations Management-Hotels and Restaurants**

**CO1:** Able to develop plan of action for hotel and resort classifications under Ministry of tourism guidelines as a consultant

**CO2:** Can replicate hotel check in and checkout procedures for various types of situations

**CO3:** Can demonstrate hotel room cleaning procedures

**CO4:** will able to suggest menu planning for different occasions in hospitality industry

**CO5:** explain the process in food and beverage operations and preparation to a potential guest interested in a food and beverage menu

## **PMH2011: Cultural Heritage and Tourism Management**



**CO1:** . Manage tourists/people evaluating the behaviour based on their cultural background

**CO2:** . Apply the guidelines by government/national/international agencies on cultural tourism in local/ regional/ national/ international context.

**CO3:** . Identify potential cultural products and create cultural tourism models

**CO4:** . Promote indigenous cultural resources for tourism with focus on sustainability.

**CO5:** . Appreciate gender roles in the hospitality industry.

## **PMH2012: Corporate Communication and Public Relations**

**CO1:** Design campaigns targeting different stakeholders in the hospitality and tourism industry

**CO2:** Develop content, tools and creatives for public relations in the age of internet, social media, print and electronic media.

**CO3:** Demonstrate analytical ability to interpret socio-politico-environmental reality through media data gathering and analysis

**CO4:** Apply strategies for communicating during times of crisis, transitions and managing issues.

**CO5:** Apply public relations strategies and techniques of stakeholder Communication.

## **PMH2013: Professionalism and Leadership Development-II**

**CO1:** Develop conceptual knowledge and hands-on experience of the subject dealt with in the professional development Workshop.

**CO2:** Demonstrate the ability to apply the knowledge in relevant areas.

**CO3:** Initiate reflective practices for personal development and apply insights from training in psychological models and concepts for developing leadership skills.

**CO4:** Assemble an individualised learner portfolio that showcases one's learning projects, competencies and accomplishments.



## **PMH2014: Internship-I and Project Report**

**CO1:** Apply knowledge and skills in functional areas of Management

**CO2:** Identify organizational structure and management systems through experiential learning and build relationship with prospective employer

**CO3:** Recognize strengths and weakness through practical experience and mentoring from the industry experts

**CO4:** Identify issues and suggest solutions through scientific research in the industry and society

**CO5:** Build new knowledge and enhance academic scenario through research and publications

## **PMH2015: Viva Voce**

**CO1:** Illustrate the Integrated understanding of the knowledge gathered from the various courses in the Semester

**CO2:** Demonstrate current knowledge about the industry

**CO3:** Assimilate information from different domains and show capability to apply it to managerial decision making.

**CO4:** Demonstrate professional communication skills

## **PMH2016: Legal Aspects of Business**

**CO1:** Appraise various legal formalities to be complied while discharging business responsibilities in hospitality and tourism

**CO2:** Understand laws applicable in his/her career after MMH and be a law abiding citizen.

**CO3:** Grasp the legal implications while dealing with a customer as a hotelier.

**CO4:** Sensitive about laws relating to employment of people

**CO5:** Apply legal and contractual obligations in financial transactions as a corporate citizen.



## **PMH2017: Travel and Tourism Management**

**CO1:** To analyse the multi-disciplinary implications of travel phenomena and travel motivations

**CO2:** To evaluate the advances in transport to sector to deliver appropriate travel experiences to tourists considering the time- cost constraints.

**CO3:** To acquire necessary tour operation and guiding skills to effectively manage a tourism business

**CO4:** To develop a detailed itinerary for national and international tour to specific destinations

**CO5:** To evaluate how business tourism contributes to the regional economy

## **PMH2018: Marketing Management**

**CO1:** Understand the marketing mix of hospitality and tourism businesses.

**CO2:** Decide on the segmentation strategy, target and positioning of a hospitality product

**CO3:** Understand the buyer behaviour and be able to positively respond to customer needs.

**CO4:** Suggest methods of promotion and pricing of different tourism products.

**CO5:** Evaluate marketing strategies of tourism enterprises and suggest solutions and to develop an outline of a marketing plan

## **PMH2019: Cultural Tourism Resources and Product Development**

**CO1:** . Ability to describe about specific cultural products under tangible and intangible cultural resources in India

**CO2:** . Apply standard tools to assess cultural products and evaluate its potential for cultural tourism

**CO3:** . Demonstrate skill to develop cultural resources as cultural tourism resources

**CO4:** . Conduct researches and suggest solutions on the issues in cultural tourism for a better tourism experience.

**CO5:** . Assist local people to use their cultural resources in tourism market so as to lift quality of their living



## **PMH2020: Communication Competencies for Professional Advancement**

- CO1:** Demonstrate effective employment communication in terms of writing and conversing.
- CO2:** Apply reflective knowledge required for developing personal skills.
- CO3:** Demonstrate interpersonal communication competence needed in business contexts
- CO4:** Apply Group Communication Skills for effective leadership
- CO5:** Become sensitized about the complexities of communication in the globalized world and demonstrate skills required for multi-cultural communication and for managing business meetings.

## **PMH2021: Professionalism and Leadership Development-III**

- CO1:** Develop conceptual knowledge and hands-on experience of the subject dealt with in the professional development Workshop.
- CO2:** Demonstrate the ability to apply the knowledge in relevant areas.
- CO3:** Initiate reflective practices for personal development and apply insights from training in psychological models and concepts for developing leadership skills.
- CO4:** Assemble an individualised learner portfolio that showcases one's learning projects, competencies and accomplishments.

## **PMH2022: Internship-II**

- CO1:** Apply knowledge and skills in functional areas of Management
- CO2:** Identify organizational structure and management systems through experiential learning
- CO3:** Build relationship and network with prospective employers
- CO4:** Recognize strengths and weakness through practical experience and mentoring from the industry experts
- CO5:** Recognize industrial standards through observation and involvement



## **PMH2023: Viva Voce**

**CO1:** Illustrate the Integrated understanding of the knowledge gathered from the various courses in the Semester

**CO2:** Demonstrate current knowledge about the industry

**CO3:** Assimilate information from different domains and show capability to apply it to managerial decision making.

**CO4:** Demonstrate professional communication skills

## **PMH2024: Information Technology and E-Commerce**

**CO1:** To evaluate the potential role of E- Commerce, PMS and GDS in hospitality and tourism

**CO2:** To use spreadsheet packages for excel and provide appropriate analysis

**CO3:** To be able to configure and use of mail management software like outlook and be able to do mail merge options

**CO4:** To create a digital marketing plan for an upcoming or existing travel and hospitality business

**CO5:** To develop basic skills for creating an online business

## **PMH2025: Destination Planning, Development and Management**

**CO1:** To demonstrate the understanding of the process involved in development of plan for destination development

**CO2:** To develop systems required for management of tourist attractions in a destination

**CO3:** To demonstrate necessary research skills to analyse various dimensions of tourism

**CO4:** To critically evaluate the factors leading to formation of image of a destination

**CO5:** To assess the effectiveness of organisational and administrative mechanisms in promotion of tourism in destinations



## **PMH2026: Strategic Leadership and Change Management**

**CO1:** Understand the relationship between strategic management and leadership in an organizational context.

**CO2:** Apply management and leadership theory to support organizational direction.

**CO3:** Understand the impact of leadership styles and how leadership style can be adapted to different situations and to exhibit various leadership skills at various levels of organisation.

**CO4:** Comprehend the background to organizational strategic change and issues relating to change in an organization.

**CO5:** Plan and implement models for ensuring ongoing changes.

## **PMH2027: Entrepreneurship Development and Project Management**

**CO1:** To evaluate the influence of various entrepreneurial competencies on business performance of SMEs and develop frameworks for conducting a typical EDP

**CO2:** To generate innovative business idea and analyse its potential market and demand feasibility

**CO3:** To evaluate the various funding options and choose the most suitable one for a given business

**CO4:** To apply various risk management strategies for an entrepreneurial project

**CO5:** To create a business plan for an entrepreneurial venture and identify an inventory of possible entrepreneurial opportunities in contemporary local, regional and national context

## **PMH2028: Internship-III and Project Report**

**CO1:** Apply knowledge and skills in functional areas of Management

**CO2:** Identify organizational structure and management systems through experiential learning and build relationship with prospective employer



**CO3:** Recognize strengths and weakness through practical experience and mentoring from the industry experts

**CO4:** Identify issues and suggest solutions through scientific research in the industry and society

**CO5:** Build new knowledge and enhance academic scenario through research and publications

### **PMH2029B: Operations Management for Hospitality and Tourism**

**CO1:** to empower students to meet challenges and contingencies in managing hospitality business

**CO2:** to comprehend the hotel sales process and be able to distinguish different scenario

**CO3:** to suggest unit level different marketing options for hospitality business

**CO4:** to create appropriate F and B sales strategies for business queries

**CO5:** to be familiar to the complexity and processes involved in a possible career in purchase and stores of hospitality and tourism

### **PMH2029C: Event Management**

**CO1:** Apply the basic elements of events management

**CO2:** Analyze the steps to execute an event

**CO3:** Recognize the significance of MICE to the economy

**CO4:** Illustrate the nuances of marketing and promotion of events

**CO5:** Assess the importance of trade fairs and trade fair destinations

### **PMH2029D: Airfares and Airlines Management**

**CO1:** Recognize the structure and dynamics of Airlines industry

**CO2:** develop a fundamental idea of how passengers are handled in the airport during arrival and departure

**CO3:** Design various types of airline itineraries





**CO4:** Analyze the process and procedures involved in issuance of airline tickets

**CO5:** Estimate the airfares for passengers travelling to domestic and international destinations

### **PMH2029E: Business Environment and Corporate Ethics**

**CO1:** To analyse of the broader socio-political and economic environment within which they will operate as managers

**CO2:** To evaluate the interaction between the economy, polity, society and ethical practices in historical perspective

**CO3:** To design strategies based on internal and external factors as well as institutions and policies, influencing business,

**CO4:** Appraise the need and importance if corporate governance and business ethics

### **PMH2029F: Finance and Revenue Management**

**CO1:** To apply various revenue management techniques for a hospitality business

**CO2:** To scientifically estimate the demand for a hospitality and tourism business

**CO3:** To prepare various budgets and estimate the key performance indicators for hotel business

**CO4:** To methodically identify the pricing strategies for various hospitality services and products

**CO5:** To estimate the requirement of working capital for a hospitality establishment

### **PMH2030: Fieldtrip and Learning Report**

**CO1:** Prepare tour itinerary for national and international destinations

**CO2:** Organize and manage tour operations

**CO3:** Analyse the relationship between industries and travel



**CO4:** Work as team player in organizations and the society

**CO5:** Express entrepreneurial skills suitable for hospitality sector

### **PMH2031: Comprehensive Viva Voce**

**CO1:** Illustrate the Integrated understanding of the knowledge gathered from the various courses in the programme

**CO2:** Demonstration a wide gamut of current knowledge about the industry

**CO3:** Assimilate information from different domains and show capability to apply it to managerial decision making.

**CO4:** Demonstrate professional communication skills

### **PMH2032: Internship –IV (Audited)**

**CO1:** Apply knowledge and skills in functional areas of Management

**CO2:** Identify organizational structure and management systems through experiential learning and build relationship with prospective employer

**CO3:** Recognize professional strengths and build on them through practical experience and mentoring from the industry experts

**CO4:** Make a headway towards right career choices by earning relevant industry experience.



# BACHELOR OF COMMERCE

## PROGRAMME SPECIFIC OUTCOMES (PSO)

**PSO1:** Apply the knowledge of Generally Accepted Accounting Principles, standards, practices, legalities and methods in the preparation of accounts and statements under the three branches of accounting, viz Financial accounting, Cost Accounting and Management Accounting;

**PSO2:** Apply statutory regulations and ethical standards relevant for a business organization for ensuring legal and ethical compliance while discharging duties as an administrator and a responsible citizen of the nation;

**PSO3:** Create and present business plans that articulate and apply the knowledge of financial, personal, marketing and operational dimensions of an organization, thus demonstrating entrepreneurial talents and expertise;

**PSO4:** Demonstrate the ability to use technologies relevant in the Micro and Macro business environment;

**PSO5:** Use the acquired research skills for collecting, analysing and interpreting the data for presenting the information as a guide for the different stakeholders in their decision making;

**PSO6:** Demonstrate communication and life skill competencies necessary to succeed in personal and professional life.

## COURSE OUTCOMES (CO)

### UBM2001H: Hindi I– Poetry & Communicative Hindi

**CO1:** Understand the literary works.

**CO2:** Evaluate the literary works.

**CO3:** Apply the literary works

**CO4:** Create literary contents.

**CO5:** Apply literary criticism.



## **UBM2001G :German I:**

**CO1:** Familiarizes with the German alphabets and pronunciation.

**CO2:** Apply the basic grammar and vocabulary of German Language.

**CO3:** Use common skills of German language, namely reading, writing, listening and speaking.

**CO4:** Communicate in the target language.

**CO5:** Use German Language in specific contexts of business life.

## **UBM2001S: Syriac I**

**CO1:** Appreciate the world of Syriac literature and its influence on the generations of people throughout the history.

**CO2:** Explain the contributions of the Syriac poets and thinkers to the humanity.

**CO3:** Read, write and translate Syriac texts.

**CO4:** Analyse the Semitic method of intercultural dialogue.

**CO5:** Identify the Syriac words in Malayalam.

**CO6:** Use Syriac for communication with the members of the Semitic religions.

## **UBM2002:Business Economics**

**CO1:** Describe the concepts and theories of micro and macroeconomics.

**CO2:** Appreciate the role of managerial economist in decision making context.

**CO3:** Analyse the different concepts of utility that support managers in taking decisions.

**CO4:** Apply the long run and short run production functions in business.

**CO5:** Evaluate the cost and profit determination under different market structures prevailing in Indian context.



## **UBM2003 Financial Accounting**

- CO1:** Explain the conceptual framework of accounting through the qualitative characteristics of financial statements.
- CO2:** Apply the double entry system in recording business transactions and events.
- CO3:** Preparation of financial statements of sole proprietors.
- CO4:** Prepare the consignment accounts and joint venture accounts.
- CO5:** Calculate average due date for settling various negotiable instruments used in the business.

## **UBM2004:Business Law**

- CO1:** Draft/create a contract which satisfy all the essential elements of a valid contract.
- CO2:** Evaluate the legal principles behind performance and discharge of contract.
- CO3:** Compare and contrast the special contracts like contract of indemnity, guarantee, pledge and bailment.
- CO4:** Analyze the rules related to creation of contract of agency and validity of agency contract.
- CO5:** Distinguish between sale and agreement to sell and analyse the legal principles of contract of sale.

## **UBM2005:Business Management and Entrepreneurship**

- CO1:** Explain the history and concept of management and solve corporate problems by applying management principles
- CO2:** Analyse the management functions of an organisation and evaluate the organizational decisions with consideration of the external environmental aspects of business
- CO3:** Analyse the business organisational structures and culture and design a suitable



structure according to the nature of the business.

**CO4:** Develop a start-up business plan

**CO5:** Synthesis the personal and professional ethics in accounting and business

## **UCE2002:English II - Academic and Professional English**

**CO1:** Identify the elements of good academic writing

**CO2:** Select the right vocabulary for an academic essay

**CO3:** Write effective thesis statements

**CO4:** Identify the different strategies employed in shaping an academic essay

**CO5:** Write brief book reviews

**CO6:** Write a CVs and cover letters

## **UBM2010H:Hindi II - Prose & Applied Hindi**

**CO1:** Evaluate the literary works.

**CO2:** Apply the literary works

**CO3:** Create literary contents.

**CO4:** Apply literary criticism.

## **UBM2010G :German II**

**CO1:** Familiarize with the German alphabets and pronunciation.

**CO2:** Acquire the basic grammar and vocabulary of German Language.

**CO3:** Develop the common skills of German language, namely reading, writing, listening and speaking.

**CO4:** Communicate in the target language.

**CO5:** German Language in specific contexts of business life.



## **UBM2010S:Syriac II**

- CO1:** Appreciate the world of Syriac literature and it's influence on the generations of people through out the history.
- CO2:** Apprehend the contributions of the Syriac poets and thinkers to the humanity.
- CO3:** Read, write and translate Syriac texts.
- CO4:** Analyze the Semitic method of intercultural dialogue.
- CO5:** Identify the Syriac words in Malayalam.
- CO6:** Dialogue with the members of the Semitic religions.
- CO7:** Reveal interest in higher studies in Syriac and related fields with the aim of teaching and acquiring leadership positions in the society

## **UBM2011:Business Statistics**

- CO1:** Describe the basic concepts and uses of statistics in reporting and decision making in business
- CO2:** Calculate and interpret different measures of central tendency.
- CO3:** Calculate the various measures of dispersion and interpret the results.
- CO4:** Calculate moments, kurtosis and skewness and judge how far the data can be relied upon.
- CO5:** Compute, analyze and interpret correlation and regression with real data.



## **UBM2012: Banking Law and Practice**

**CO1:** Discuss the origin, types and practices of various banking systems in India.

**CO2:** Describe the various services rendered by retail banking

**CO3:** Illustrate the various negotiable instrument, loan and advances, and mortgages including the procedure to be followed

**CO4:** Use alternative service channels for banking transaction.

**CO5:** Prepare final accounts of banking companies by applying provisions of Banking Regulation Act 1949

## **UBM2013:Corporate Law**

**CO1:** Explain the different steps in the process of formation of companies and differentiate the various types of companies

**CO2:** Discuss the law relating to issue and buy back of shares and debentures.

**CO3:** Evaluate the compliance of legal rules relating to company management and the conduct of company meetings.

**CO4:** Evaluate and differentiate various modes of winding up of a company.

**CO5:** Create a Partnership deed and differentiate partnerships and limited liability partnerships

## **UBM2014:Financial Reporting I**

**CO1:** Prepare cash flow statements (AS3 and Ind AS7), comparative statement and common size statement for evaluating the performance of companies.

**CO2:** Calculate the various accounting ratios and also interpret the results.

**CO3:** Describe and distinguish the International Financial Reporting Standards and Ind AS

**CO4:** Apply Ind AS for the preparation of financial statements as per Companies Act 2013





**CO5:** Apply revenue recognition principles with respect to revenues and expenses under specific situation.

### **UCE2003: English III – Retrieved Treasures: A Selection from Literature**

**CO1:** Demonstrate critical faculties and insights

**CO2:** Analyse conflict as a pivotal point in a work of fiction

**CO3:** Discover the values underlying in literary texts

**CO4:** Explain the theme of a piece of literature

**CO5:** Reproduce the plot in their own words

### **UBM2017:Quantitative Techniques**

**CO1:** Illustrate the basic concepts of set theory with practical examples.

**CO2:** Calculate probability of occurrence of an event using the various theorems of probability and appreciate the role of probability estimation in reducing uncertainty in business decision making.

**CO3:** Apply permutation and combination for the purpose of arranging and selecting different objects.

**CO4:** Describe the concept of Normal, Poisson and Binomial distribution

**CO5:** Construct different types of index numbers using appropriate methods and also do time series analysis for calculating trend and doing prediction. .

**CO6:** Apply the various methods of interpolation and extrapolation for estimating missing values.

### **UBM2018:Financial Management**



- CO1:** Explain the nature and objectives of financial management and apply the concept of time value of money in financing decisions
- CO2:** Compute the minimum rate of return that a company must earn on its investment and advice the management in choosing the right investment avenue.
- CO3:** Design an optimum capital structure for a business organization based on capital structure theories
- CO4:** Assessment of different types of risks using different risk management tools and techniques for risk reduction.
- CO5:** Develop a suitable dividend policy for a business organisation based on dividend theories.

## **UBM2019:Financial Reporting – II**

- CO1:** Discuss the various Accounting Standards in the Financial Statements of Corporate entities.
- CO2:** Prepare Financial statements of Corporate entities as per Schedule III (Division I & II) of Companies Act 2013 in accordance with AS (2006 Rules) & Ind AS
- CO3:** Illustrate the recognition requirements of IND AS 103 – Business Combinations on acquisition of Parent -Subsidiary.
- CO4:** Prepare and present the consolidated financial statement in the prescribed format.
- CO5:** Prepare an integrated report using both qualitative and quantitative data to present an overall view of the corporate entity



## **UBM2020:Managing Business Processes**

**CO1:** Discuss business process management, metrics management, process mapping techniques, business process outsourcing and its implementation.

**CO2:** Appreciate the importance of quality management practices in BPS.

**CO3:** Explain various problem solving techniques relevant in business process management.

**CO4:** Describe the various business process improvement methods.

**CO5:** Discuss the various operational, information and strategic risks and how to mitigate the same.

## **UBM2021A :Goods and Services Tax – Concepts and Practices**

**CO1:** Describe the structure of GST and define the basic concepts of GST in India.

**CO2:** Determine the tax liability of a supplier by suitably applying the provisions of GST in relation to the place, time and value of supply money.

**CO3:** Advice on GST registration, amendment, cancellation and revocation including its procedures.

**CO4:** File different types of GST returns based on suitable assessment procedure under GST rules and regulations.

**CO5:** Advice on GST payment, appeals and revisions.

## **UBM2021B: Basics of Co-operation**

**CO1:** Discuss the history and different aspects of cooperation

**CO2:** Compare cooperation with other economic systems and evaluate cooperation as an institution and as an enterprise.

**CO3:** Explain and contrast the cooperative principles and values.



**CO4:** Discuss the cooperative structure and its governance in India.

**CO5:** Critically evaluate the cooperative movements across the world.

### **UBM2021C: Data Analytics – Programming for Analytics**

**CO1:** Describe Data Models, Data Independence and Data Views and build custom Entity Relationship Diagrams based on different problem sets.

**CO2:** Use of Structured Query Language to perform DBMS related tasks and implement relational data query.

**CO3:** Perform several tasks with regards to Data Analytics, Visualization, Data Manipulation using SAS programming.

**CO4:** Implement Python Programming with regards to Descriptive Statistics.

Employ and use Python packages and functions to deploy analytical systems/programs.

**CO5:** Implement Data structures, Import statement, Packages and Inbuilt Functions in R Language.

### **UCE2004:English IV – The World We Live in: A Selection of Writings on Some Vital Issues**

**CO1:** Explain how ideas like nationalism and patriotism are viewed and understood by different people

**CO2:** Identify the forces threatening democracy and secularism in the world

**CO3:** Recognize the problems faced by the weak and the marginalized

**CO4:** Debate the role of human intervention in environmental degradation

**CO5:** Illustrate the achievements possible when the state and its citizens work single-mindedly towards a goal



## **UBM2026:Research Methodology**

- CO1:** Appreciate the concepts, methods and process of scientific enquiry for the creation of knowledge and development of theory
- CO2:** Identify research problems and prepare research proposal/synopsis
- CO3:** Explain research design, its types and frame a research design, suitable to the type of problem under study
- CO4:** Identify the various sources of data, choose and prepare a suitable data collection Instrument such as / schedule to elicit data required for carrying out research.
- CO5:** Collect and analyze data by using appropriate statistical tools in SPSS and interpret the results
- CO6:** Prepare a research report in a standard format.

## **UBM2027:Marketing Management**

- CO1:** Critically evaluate the marketing environment and market segmentation strategies relevant for a business.
- CO2:** Create a marketing mix and justify the same in terms of its contribution to companies' growth and development.
- CO3:** Implement a marketing campaign to communicate and promote products/services.
- CO4:** Apply the concepts and theories of consumer behaviour to predict buying behaviour of products/services
- CO5:** Conduct a market research study using scientific methods to find answers to relevant marketing research questions.



## **UBM2028:Audit and Assurance**

- CO1:** Examine different concepts of audit and prepare an audit plan that integrates risk assessment and understanding of business entity/enivornment.
- CO2:** Evaluate the internal control system in a given organization and suggest how auditors should record internal control systems
- CO3:** Prepare an audit report based on audit evidences collected as per the audit procedure.
- CO4:** Audit the accounts of a limited company using redacted accounting data provided.
- CO5:** Appreciate the relevance of corporate governance and discuss the concepts of corporate governance including its regulatory framework.

## **UBM2029:Principles and Practices of Insurance**

- CO1:** Explain the concepts of risks and insurance including its principles and types.
- CO2:** Discuss the concepts life insurance, annuity and group insurance.
- CO3:** Discuss non-life insurance concepts, providers, underwriting process & policy servicing process. Also calculate insurance claims for property & casualty insurance.
- CO4:** Discuss the concepts of health insurance and how it works on individual and group health insurance.
- CO5:** Advice on a retirement plan based on the available retirement services and plans.

## **UBM2030A :Advanced Financial Management**

- CO1:** Discuss working capital management and estimate working capital requirement of a firm
- CO2:** Identify and apply the suitable techniques of cash management, receivables management and inventory management in real situations
- CO3:** Apply the suitable methods for business valuation and use suitable investment appraisal techniques for investment decisions.



**CO4:** Advice on special investment decisions.

**CO5:** Calculate different types of leverage and evaluate the impact of various combinations of operating leverage and financial leverage on business performance.

### **UBM2030B:Co-operative Management and Administration**

**CO1:** Describe concept and structure of co-operative management

**CO2:** Identify the issues/problems faced by the cooperative sector and suggest measures to solve such issues.

**CO3:** Explain the administrative set up of cooperative departments and powers of registrars.

**CO4:** Appreciate the need and importance of cooperative education and training

**CO5:** Critically evaluate the management and working of major cooperative organisations and institutions.

### **UBM2030C :Data Analytics - Business Statistics with R Programming**

**CO1:** Install, Use, Code using R Programming Language in R Studio IDE to perform basic tasks on Vectors, Matrices and Data frames.

**CO2:** Describe and Discuss the key terminology, concepts, tools and techniques used in Statistical Analysis.

**CO3:** Define and Calculate the Probability that an event will occur. Understand and Implement Probability Distributions to solve problems involving them.

**CO4:** Conduct and Interpret a variety of Hypothesis tests to aid Decision making.

**CO5:** Understand, Analyze, Interpret Correlation, Use Simple Regression Models to Analyze the underlying relationships between the variables.



## **UBM2031:Research Project and Viva Voce**

**CO1:** Identify research problems and prepare research proposal/synopsis

**CO2:** Identify the various sources of data, choose and prepare a suitable data collection Instrument such as / schedule to elicit data required for carrying out research.

**CO3:** Collect and analyze data by using appropriate statistical tools in SPSS and interpret the results

**CO4:** Prepare a research report in a standard format.

## **UBM2034:Capital Market and Financial Services**

**CO1:** Explain the financial system and its components.

**CO2:** Discuss the different types of securities and derivatives dealt with in capital market

**CO3:** Open a demat account and demonstrate the competency to trade in stock market.

**CO4:** Explain the different dimensions of investment banking.

**CO5:** Evaluate mutual fund, hedge fund and private equity and suggest the appropriate one in such way that the risk is least for an investor.

## **UBM2035:Cost Accounting**

**CO1:** Discuss and classify the various elements of cost.

**CO2:** Prepare stock ledger/account and determine the various stock levels.

**CO3:** Calculate remuneration and incentives under different wages systems

**CO4:** Illustrate the methods of allocation, apportionment and absorption of overheads for the purpose of cost ascertainment.

**CO5:** Prepare cost sheet/statement and intergrated accounts for entities engaged in the production of goods and rendering of services.





## **UBM2036:Performance Management**

- CO1:** Ascertain the cost of different service industries using operating costing method.
- CO2:** Calculate the cost of a product or service using life cycle costing and activity based costing.
- CO3:** Apply the marginal costing principles for short term decision making.
- CO4:** Evaluate the financial and non financial indicators to judge the performance of a business unit and suggest method/measures to improve the performance indicated.
- CO5:** Discuss the behavioural considerations that can affect the performance of a business unit and suggest ways to manage it.

## **UBM2037A:Income Tax Law and Practice**

- CO1:** Explain the history and structure of direct tax law of the country including the basic concept of Income Tax Act 1961
- CO2:** Determine the residential status and incidence of tax by applying the provisions of Section 5 & 6
- CO3:** Assess the salary income of an individual assessee according to Section 15 – 17
- CO4:** Assess the Income from House Property as per Section 22 -27
- CO5:** Assess the Profits & Gains of Business and Profession as per Section 28 - 44

## **UBM2037B: Co-operative Legal Systems**

- CO1:** Explain the evolution of cooperative legislation in India and in Kerala
- CO2:** Create Co-operative society under Kerala Co-operative Societies Act
- CO3:** Critically evaluate the provisions relating to the management of cooperatives society as per KCS Act, 1969
- CO4:** Apply the provision in the KCS Act, 1969 to settle disputes.
- CO5:** Explain the procedure for winding up and dissolution of cooperative societies



## **UBM2037C :Data Analytics – Multivariate Data Analysis**

**CO1:** Implement Techniques of Multivariate Data Summary, Exploratory Data Analysis and Dimensionality Reduction.

**CO2:** Apply different Data Cleansing Methods such as Outlier Removal, Missing Values Treatment involving Multivariate Data.

**CO3:** Apply and Deploy Logistic Regression Models and present the findings using Classification Matrices, ROC Curves.

**CO4:** Discuss and Describe Time Series, its Components, Forecasting based on different Smoothing Techniques.

**CO5:** Implement Univariate Time Series Models, Perform several tests such as ADFuller, KPSS, Parameter Significance.

## **UBM2043:Corporate Accounting**

**CO1:** Journalise the redemption of Preference Shares, buy- back of shares and underwriting of shares.

**CO2:** Compute profit prior to the incorporation of a company.

**CO3:** Prepare the accounts of companies for amalgamation in the nature of merger and purchase. Also prepare the accounts reflecting internal reconstruction of a company.

**CO4:** Prepare the final accounts of life insurance and general insurance companies.

**CO5:** Prepare the liquidator's final statements of account in the liquidation process

## **UBM2044:Advanced Financial Accounting**

**CO1:** Explain the departmental accounting procedure and prepare the departmental accounts using the appropriate method.

**CO2:** Solve the accounting problems arising out of admission, retirement, death and amalgamation of partnership firms



**CO3:** Prepare branch accounts using different methods and also solve accounting problems involving foreign currency translation in case of foreign branches.

**CO4:** Solve accounting problems relating to hire purchase and differentiate between hire purchase and installment payment.

**CO5:** Prepare the income and expenditure account from receipts and payments account of Non-Profit organisations.

### **UBM2045:Applied Cost Accounting**

**CO1:** Prepare a cost sheet for determining the cost for a job and batch.

**CO2:** Ascertain the cost of a contract, progress payment, retention money, value of work certified, cost of work not certified and notional or estimated profit from a contract.

**CO3:** Prepare process account to determine the cost of a given process and also apportion the joint costs to joint products and to by products.

**CO4:** Compute and interpret variances related to material, labour and overheads.

**CO5:** Prepare fixed and flexible budgets

### **UBM2046:Information Technology in Business**

**CO1:** Appreciate and use of information technology in business and accounting

**CO2:** Explain various types of e-commerce websites and Evaluate the current challenges and issues in e-commerce by assessing the various cybercrimes and IT acts associated

**CO3:** Design a Ecommerce websites and its promotion through digital marketing

**CO4:** Illustrate the usage and application in the selection of modern business analytics tools which can be used in business development

**CO5:** Discuss the latest accounting and ERP softwares used in business.



## **UBM2047A : Income Tax – Assessment and Procedure**

**CO1:** Assess short term and long term capital gain using the provisions under sections 45 – 55 of Income Tax Act 1961.

**CO2:** Compute income from other sources by applying the provisions under sections 56 – 59 of Income Tax Act

**CO3:** Compute Gross Total Income of an individual assessee by aggregating income under five heads and by clubbing of incomes, carry forward and set off losses

**CO4:** Compute Total Income and tax liability as per the provisions of the income tax Act and suggest the ways through which tax liability can be reduced by claiming deductions u/s 80C to 80U.

**CO5:** Explain different types of assessment and file the appropriate return of income within the stipulated time period.

**CO6:** Discuss how income tax administration is done under the income tax Act.

## **UBM2047B :Co-operative Accounting**

**CO1:** Discuss the meaning, importance and special features of cooperative accounting.

**CO2:** Discuss the various sources of fund available to a cooperative societies.

**CO3:** Prepare trial balance of cooperative bank and other cooperative societies

**CO4:** Prepare final accounts of cooperative bank, and other cooperative societies

**CO5:** Appreciate the importance of audit in cooperative societies and banks.

## **UBM2047C:Data Analytics – Data Mining with R**

**CO1:** Implement and Analyze Decision Trees Algorithms based on Classification and Regression Techniques.



**CO2:** Interpret Dendrograms, Implement, Analyze and Evaluate Clustering Algorithms, Nearest Neighbor Models, Linkage, Cluster Profiling.

**CO3:** Discuss the fundamental theory and concepts of Neural Networks, Implement NN Paradigms and use proper Activation Functions.

**CO4:** Implement and Deploy Support Vectors, Understand Separable/Non-Separable Case, Kernel Trick in SVMs.

**CO5:** Describe and Discuss Market Basket Algorithm, Understand and Use Association Rules, Apriori Algorithm to find frequent item sets.

### **UBM2007: Business Start-ups and Incubation**

**CO1:** Discuss the possibilities and challenges in starting a new enterprise

**CO2:** Discuss the sources of finance including incubators in the field and establish initial contacts with such providers of funds

**CO3:** Describe the essential skills and knowledge in starting and running small business enterprise

**CO4:** Appreciate the need to become an entrepreneur and realize the value of entrepreneurship that can contribute nation building.

**CO5:** Appreciate the status of being independent, creative and love challenges as way to self organization.

### **UBM2016: International Accounting System**

**CO1:** Compare and contrast accounting standards of US, UK, and India

**CO2:** Prepare general ledger accounts, bank reconciliation, tax accounts, final accounts and various reports.

**CO3:** Explain latest trends in F&A Technology.

**CO4:** Analyze operating model of business process services and discuss its future and challenges.



## **UBM2025A :Life Skill Competency – Home Chef Code**

**CO1:** Demonstrate a knowledge and understanding of food commodities, soup/starter, Indian bread, main course & dessert.

**CO2:** Apply principles of sanitation and personal hygiene in kitchen.

**CO3:** Identify and use basic kitchen utensils and professional equipment in a safe and productive manner.

**CO4:** Create an awareness of segregation and disposal of waste in the kitchen.

## **UBM2024:Orientation for Professional Qualifications- Intermediate**

**CO1:** Identify the syllabus content, expected outcomes, exam pattern, exam fees of different professional accounting courses offered at the intermediate level by professional bodies [CA/CMA (INDIA), ACCA (UK) and CIMA (UK)]

## **UBM2042:Orientation for Professional qualifications**

**CO1:** Identify the syllabus content, expected outcomes, exam pattern, exam fees of different professional accounting courses offered at the intermediate level by professional bodies [CA/CMA (INDIA), ACCA (UK) and CIMA (UK)]

## **UBM2032:Campus to Corporate Transition**

**CO1:** Prepare bio data/CV along with suitable covering letter to apply for a job in reputed companies.

**CO2:**Demonstrate professional level skills, attitudes, values and ethics demanded by the industry



**CO3:** Identifying and choosing the right job according to one's own aptitude, taste and preference

**CO4:** Confidently face the competitive examinations, GD an interview for the selection of candidates for interview

### **UBM2040 :Diploma in Supply Chain Mangement**

**CO1:** Discuss the types of businesses, BPSs, Outsourcing and supply chain management.

**CO2:** Explain the concept of sourcing and procurement practices in supply chain management.

**CO3:** Discuss how to excute, compliy/amend a contract in supply chain management.

**CO4:** Explain after market service requirement in supply chain management

**CO5:** Critically analyze sales order management of a company and suggest measure to improve it.

**CO6:** Explain master data management in supply chain management process.

**CO7:** Evaluate logistics and fleet management of a supply chain company and suggest ways through which it can be improved through technology.

**CO8:** Discuss warehouse and inventory management required for logistics and supply chain Management of a Company.

### **UEN2032 :Open Course - Film Studies**

**CO1:** Develop critical and appreciative skills in film viewing

**CO2:** Write reviews and critiques on films

**CO3:** Examine the verbal and non-verbal messages in films and how they influence the socio-political-cultural behavior of people

**CO4:** Observe the operation of the sound and color in films

**CO5:** Outline the processes of film production, including pre-production, production, and post production

**CO6:** Draft research essays in the discipline.



## **UBM2038A : Capital Market & Investment (Open Course)**

**CO1:** Explain the components of Indian Financial System

**CO2:** Appreciate the significance of SEBI as a regulatory mechanism in the Indian

**CO3:** Capital Market

**CO4:** Develop an ability to start micro scale investment in stock market

**CO5:** Familiarize with different dimensions of derivative trading

**CO6:** Explain the functioning of new issue market and identify the major intermediaries

**CO7:** Identify the major stock exchanges of India and appreciate the role played by them in terms of capital raised

## **UBM2038B : Fundamentals of Accounting (Open Course)**

**CO1:** Describe Accounting Concepts and Conventions Required For The Business Enterprise

**CO2:** Pass Journal Entries By Understanding The Rules of Double Entry System of Accounting

**CO3:** Prepare Ledgers Which Include Different Types of Cash Book and Balancing of The Accounts

**CO4:** Prepare Trial Balance By Understanding The Format In Order To Ensure The Arithmetical Accuracy

**CO5:** Create Final Accounts of The Sole Proprietorship By Understanding The Nature of Accounts





### **UEC2027: Fundamentals of Economics (Open Course)**

**CO1:** Apply basic concepts of economics of demand and supply

**CO2:** Analyze and demonstrate the expenditure pattern of a country

**CO3:** Critically evaluate the functioning of financial system

**CO4:** Evaluate the planning system and strategies

**CO5:** Apply basic concepts of economics of demand and supply

### **UBC2029: Internet and Digital Marketing (Open Course)**

**CO1:** Understand the basic concepts of Internet and Cyber laws.

**CO2:** Develop web pages using HTML.

**CO3:** Acquire basics of digital marketing concepts.

**CO4:** Discuss about the various business drivers in the digital world

**CO5:** Familiarize with E-commerce and online tools for marketing.

### **UMA2030: Open Course – Applicable Mathematics**

**CO1:** Solve quadratic equations.

**CO2:** Plot points and draw graphs of straight lines.

**CO3:** Use problem solving techniques for aptitude problems

**CO4:** Find the derivatives and integration of functions

**CO5:** Define outcomes, sample space and events

### **UBB2025: Open Course – Brand Management**

**CO1:** Demonstrate a fair understanding about key principles of branding

**CO2:** Discuss and apply different strategies for promoting brands and types of branding.



**CO3:** Design and implement brand strategies that consider brand naming, logo and its types

**CO4:** Cognize and apply brand positioning strategies

**CO5:** .Demonstrate and apply knowledge of different brand extension strategies.



# MASTER OF SOCIAL WORK

## PROGRAMME SPECIFIC OUTCOMES (PSO)

**PSO1:** Demonstrate ethical and professional behaviour in social work practice

**PSO2:** Engage diversity and difference and respond to different contexts of practice.

**PSO3:** Engage in research-based practice and practice-based research

**PSO4:** Demonstrate the skills of assessment, intervention, and evaluation in social work practice in engaging with Individuals, Families, Groups, Organizations, and Communities.

**PSO5:** Apply critical thinking to analyse, formulate and advocate for policies that advance human rights, social, economic, and environmental justice

## COURSE OUTCOMES (CO)

### **PSW2007 Introduction To Macro Social Work Practice: Social Policy, Social Justice and International Social Work**

**CO1:** Identify social work practice at macro level and apply generalist practice with organisations and communities.

**CO2:** Perform social action method of social work intervention for macro level structural changes.

**CO3:** Apply various strategies such as PIL, RTI and other techniques relevant to social action.

**CO4:** Execute social advocacy practice and design policy level intervention



plans on local, national and global levels in different fields of social work practice.

**CO5:** Employ the theoretical and ethical underpinnings and approaches to international social work while practicing social work in diverse global contexts

### **PSW 2008 Participatory Programme Planning and Management**

**CO1:** Develop a participatory framework in undertaking development activities

**CO2:** Critically appraise the participatory framework approach by the Government and NGOs

**CO3:** Plan and implement projects in a participatory way in social work practice for addressing the developmental needs/solving the problems of a community.

**CO4:** Effectively use the various techniques and tools of evaluation such as PERT, CPM, GERT, LOB, etc.

**CO5:** Develop project proposals for Social Work Practice

### **PSW2016 Development Social Work –Urban and Rural Development**

**CO1:** Write a thematic report on the history of development discourse

**CO2:** Apply basic concepts and terminologies used by development professionals in the context of social work practice in community development



**CO3:** Formulate action plans to address the central development problems globally and locally

**CO4:** Prepare and evaluative document on development policies within national and international policy frameworks

**CO5:** Critically appraise on rural and urban community development programmes in India

### **PSW2019 Environment and Disaster Management**

**CO1:** Identify the natural environment and its interrelatedness with human activities.

**CO2:** Assess the need for environmental conservation for a sustainable future.

**CO3:** Prepare an action plan to solve the emerging environmental social issues.

**CO4:** Implement the prepared action plan to combat an environmental social issue in a given community/ disaster management plan for a given disaster situation in a community

**CO5:** Evaluate the action plan implemented on the ground.

### **PSW2021 Gender and Development**

**CO1:** Evaluate the intersections between gender and other social and cultural identities, including, but not limited to, race, ethnicity, national origin, religion, class and sexuality.

**CO2:** Reflect the ways in which societal institutions and power structures impact the material realities of different genders.



**CO3:**Incorporate feminist theoretical perspectives in problem solving related to gender issues

**CO4:**Build connections between global, regional, and local issues, and their relationship to different gender experiences and to human rights.

**CO5:**Critically engage with contemporary scholarship on gender and development.



# MASTER OF COMPUTER APPLICATIONS

## PROGRAMME SPECIFIC OUTCOMES (PSO)

**PSO1:** Ability to incorporate standard practices and technological advancements in software development life cycle

**PSO2:** Expertise in providing optimized algorithmic solutions

**PSO3:** Expertise in recent technologies like SMAC , Machine Learning and IOT

**PSO4:** Demonstrate skills in ideation, innovation and commercialization of IT products and service

## COURSE OUTCOMES (CO)

### PMC2001 - Introduction to Python Programming

**CO1:** Enumerate generic data types and control structures in Python and write simple programs

**CO2:** Write functions encompassing different operations on Python Lists, Dictionaries and Tuples

**CO3:** Apply object oriented features , file handling methods and exception handling techniques to Python programs

**CO4:** Compare different GUI frameworks and build applications having GUI and database

**CO5:** Develop web applications using Django framework (target 10, Modules : M5

### PMC2002 - Database Management Systems



**CO1:** Design a database system using appropriate tools like UML, ER Diagram.

**CO2:** Compare physical and logical database design.

**CO3:** Use data manipulation language to query, update, and manage a database ;Implement DML to perform database management

**CO4:** Design a normalized database using database normalization concepts

**CO5:** Describe essential DBMS concepts such as: database security, integrity, Concurrency, distributed database

### **PMC2003 - Software Engineering**

**CO1:** Describe software process models.

**CO2:** Identify software requirements engineering activities.

**CO3:** Develop the skills necessary for software design.

**CO4:** Describe software testing strategies.

**CO5:** Enumerate different software estimation and project scheduling techniques.

### **PMC2004 - Introduction to Data Science**

**CO1:** Illustrate the components and functionalities of data mining systems

**CO2:** Draw a three tier data warehousing architecture

**CO3:** Prepare a dataset for building models.

**CO4:** Compare the various data mining algorithms.

**CO5:** Implement Models to explore data.

### **PMC2005 - Networking and System Administration**





**CO1:** Describe basic network architecture and protocols.

**CO2:** Manage User accounts and files and practice basic backup and restore file system

**CO3:** Configure SSH service

**CO4:** Manage SELinux

**CO5:** Configure SELinux and Yum.

## **PMC2007 - Programming Lab in Python**

**CO1:** Develop simple python Programs using basic syntax

**CO2:** Develop python programs using python packages

**CO3:** Demonstrate simple python programs using Database

**CO4:** Demonstrate IDE Jupyter

## **PMC2010 - Programming in Java**

**CO1:** Develop simple Java Programs with arrays, operators and control statements.

**CO2:** Construct programs featuring Classes, Methods, Object creation and initialization.

**CO3:** Implement Object oriented features like Abstraction, Inheritance & Polymorphism

**CO4:** Handle Exceptions and perform IO operations

**CO5:** Develop GUIs using frameworks like AWT, SWING and JAVA FX

**CO6:** Develop programs with multiple threads and address concurrency issues

## **PMC2011 - Internet Technology and Data Communication**

**CO1:** Describe the basic concept of Data Transmission in various Generations.

**CO2:** Familiarize with various networking hardware.

**CO3:** Describe various networking protocols.



**CO4:** Familiarize various application protocols

**CO5:** Describe the characteristics of multimedia transmission.

## **PMC2012 - Data Structure and Analysis of Algorithms**

**CO1:** Analyze worst – case running times of algorithms using asymptotic analysis.

**CO2:** Describe tree and linked list operations.

**CO3:** Summarize sorting and searching techniques.

**CO4:** Describe and synthesize the Divide and Conquer, Dynamic Programming and Greedy paradigms and explain when an algorithmic design situation calls for it.

**CO5:** Compare between deterministic and non-deterministic algorithms.

## **PMC2013 - Machine Learning**

**CO1:** Analyze the basic concept of Machine Learning

**CO2:** Implement Data Preprocessing in Python

**CO3:** Implement various classification algorithms in Python

**CO4:** Implement various regression methods in ML

**CO5:** Demonstrate Artificial Neural Networks using Python

## **PMC2014 - Cloud Computing**

**CO1:** Analyse the basic concepts of cloud computing

**CO2:** Compare the various cloud implementations and migration techniques

**CO3:** Evaluate various industrial applications of cloud computing

**CO4:** Detect security challenges and assess preventive measures in cloud computing

**CO5:** Demonstrate live case studies and implement private cloud



## **PMC2016 - Programming Lab in Java**

- CO1:** Develop simple Java Programs with arrays, operators and control statements.
- CO2:** Construct programs featuring Classes, Methods, Object creation and initialization.
- CO3:** Implement Object oriented features like Abstraction, Inheritance & Polymorphism
- CO4:** Handle Exceptions and perform IO operations
- CO5:** Develop GUIs using frameworks like AWT, SWING and JAVA FX
- CO6:** Develop programs with multiple threads and address concurrency issues

## **PMC2020 - Artificial Intelligence**

- CO1:** Formulate an AI problem by listing its environment tasks
- CO2:** Choose a learning method for a given situation
- CO3:** Demonstrate multilayer neural networks
- CO4:** Describe the working principle of Natural Language Processing
- CO5:** Implement face recognition algorithms in OpenCV.

## **PMC2021A - Big Data Analytics**

- CO1:** Detect big Data and various analytical platforms
- CO2:** Choose the components of Hadoop ecosystem
- CO3:** Choose the algorithms to perform classification
- CO4:** Compare and evaluate various clustering methods
- CO5:** Implement various data visualization techniques. (target 60, Modules : M5)

## **PMC2021B - Configuration Management Automation**

- CO1:** Describe Configuration Management
- CO2:** Describe different types of automation tools
- CO3:** Implement Ansible Playbooks



**CO4:** Automate System Administration tasks

### **PMC2022B - Network and Information Security**

**CO1:** Evaluate the security threats in modern computer era

**CO2:** Define and identify firewall and network filtering

**CO3:** List and recognize various VPN

**CO4:** Identify different technique of sandboxing

**CO5:** Distinguish various ethical hacking and testing procedures

### **PMC2022C - Web Programming Using php**

**CO1:** Analyze the basic concepts of internet technology

**CO2:** Develop a website using html, JavaScript and CSS

**CO4:** Develop PHP programs with database connectivity

**CO5:** Develop PHP application using a framework

### **PMC2029 - Domain Expertise Workshop III**

**CO1:** Build expertise in a particular domain like tourism, hospital etc

**CO2:** Interact with clients in their location

**CO3:** Gather and document requirements in a professional manner



# BACHELOR OF COMMUNICATIVE ENGLISH

## PROGRAMME SPECIFIC OUTCOMES (PSO)

**PSO1:** Demonstrate global competencies in listening, speaking, reading, writing and thinking skills in English.

**PSO2:** Analyze the literary merits of the works of major authors of every literary period.

**PSO3:** Apply communication skills relevant to professions like Journalism, Public Relations and Visual Media.

**PSO4:** Apply Information and Communication Technology (ICT) in Media to enhance their verbal, written and digital communication skills.

**PSO5:** Evaluate socio-cultural realities around them through the literature and theory they have learned.

## COURSE OUTCOMES (CO)

### UEN2001: History of English Literature (Part I)

**CO1:** Demonstrate a basic historical knowledge ranging over time, space, and cultures that includes an understanding of change and continuity over time.

**CO2:** Exemplify how literature influences the social and political history of each period.

**CO3:** Compare English Literature of one period with that of another.

**CO4:** Describe how the religious, social and political history of England influences the English writers from 6th to 18th centuries.

**CO5:** Understand salient literary trends and movements from Anglo Saxon period to 18th century.

### UEN2002: A Mosaic of Prose

**CO1:** Differentiate and relate different varieties of prose.

**CO2:** Create a prose composition employing the strategies of a specified genre.



**CO3:** Evaluate the various political, environmental, social, historical and cultural aspects associated with the literary texts.

**CO4:** Analyse literary prose texts critically.

**CO5:** Demonstrate an independent appreciation of the given prose text.

### **UEN2003:Literary Studies: A Methodology**

**CO1:** Sketch the emergence of literature as a specific discipline within the humanities.

**CO2:** Apply the tenets of literary theory in the analysis of texts.

**CO3:** Explain the shift towards contextual-political critiques of literary studies.

**CO4:** Identify the questions raised by Cultural Studies and Feminism(s).

**CO5:** Analyse the issues of subalternity and regionality in the literary domain.

### **UEN2004: Introduction to Journalism and Communication**

**CO1:** Understand the advancement of journalistic practices.

**CO2:** Understand the basic concepts and terminologies in journalism.

**CO3:** Analyse traditional and modern journalism practices.

**CO4:** Understand the evolution and development of human communication.

**CO5:** Analyse types of communication.

### **UEN2005: Public Relations**

**CO1:** Evaluate and manage perceptions of the public regarding an organization.

**CO2:** Develop public relation strategies.

**CO3:** Apply crisis communication methods.

**CO4:** Analyse public relation campaigns in different fields.

**CO5:** Understand the theoretical aspects of public relations.



## **UEN2007: Introduction to the Study of Literature**

**CO1:** Identify different types of poetry and analyze stanza forms.

**CO2:** Differentiate between different types of drama and identify the dramatic devices in a given play.

**CO3:** Understand the characteristics of different types of prose and explain the significance of each.

## **UEN2009: History of English Literature (Part II)**

**CO1:** Delineate major writers and their works in chronological order.

**CO2:** Analyse how the religious, social and political history of England influences the English writers from the 19<sup>th</sup> to the 21<sup>st</sup> centuries.

**CO3:** Discuss how literature influences the social and political history of each period.

**CO4:** Classify all major literary genres.

**CO5:** Compare English Literature of one period with that of another.

## **UEN2010:Fiction**

**CO1:** Distinguish between different genres of popular fiction.

**CO2:** Identify, interpret, compare and contrast specific character types from various genres.

**CO3:** Analyze the themes and the setting of a fictional work.

**CO4:** Interpret textual meaning and evaluate how the meaning is achieved through the aspects of plot, setting, these, characters, etc.

**CO5:** Examine the historical, political and cultural influences in literature.

## **UEN2011: Broadcast Journalism**

**CO1:** Describe the different writing styles and the varieties of technologies used for programme production.

**CO2:** Design and create broadcast packages by incorporating elements of sound, interviews and voice-over.



**CO3:** Write in the broadcast style in compliance with the ethical and practical principles.

**CO4:** Explain and appraise the story structure and the elements of news shows.

**CO5:** Describe the fundamental and advanced concepts and practices of various broadcast media.

### **UEN2015: Indian Writing in English**

**CO1:** Classify the major genres in Indian Writing in English.

**CO2:** Analyze and appreciate the unique features of Indian Writing in English.

**CO3:** Evaluate the nationalistic and postcolonial aspects of Indian Writing in English.

**CO4:** Evaluate the major class/caste issues in the context of Indian Literature.

**CO5:** Analyse the use of myth in Indian Writing in English and its contemporary relevance.

### **UEN2016: Poetry**

**CO1:** Differentiate the various elements and types of poetry.

**CO2:** Specify and interpret the figurative language used in poems.

**CO3:** Examine the prosody employed by poets.

**CO4:** Develop an understanding of the representation of poetry in various historic periods and cultures.

**CO6:** Appreciate and critique poetry as a literary art for

### **UEN2017: Language and Linguistics**

**CO1:** Explain the functions of the major organs involved in speech production and demonstrate how they are involved in articulating phonemes.

**CO2:** Distinguish between phonetic and phonemic transcriptions and apply their knowledge of the phonemes to speak globally intelligible English in a neutral accent.





**CO3:** Analyze and examine the growth, change and development process of English language.

**CO4:** Formulate the basic ideas of English Language Teaching (ELT) and recognize the relationship between Second Language Acquisition and learning.

**CO5:** Identify the different methodologies and various approaches used in Teaching English to Speakers of Other Languages (TESOL), Teaching English as a Foreign Language (TEFL) and Teaching English as a Second Language (TESL).

### **UEN2018: Research Methodology, Academic and Professional Writing**

**CO1:** Understand the basic framework of the process of research and develop an aptitude for research.

**CO2:** Analyse and synthesise information from authentic academic sources.

**CO3:** Write book reviews, abstracts and short conference papers.

**CO4:** Apply the techniques of academic and professional writing in their articles.

**CO5:** Use MLA format in documenting sources and preparing works cited list.

### **UEN2019:Advertising**

**CO1:** Critically evaluate different types of advertisements.

**CO2:** Examine the role of various media in the marketing process.

**CO3:** Examine the social and ethical issues surrounding an advertisement.

**CO4:** Develop their writing skills and produce various copy texts.

**CO5:** Describe the current developments and problems in the field of advertising.



## **UEN2021: Comparative Literature**

**CO1:** Develop strategies and methodologies in the study of literatures in comparison.

**CO2:** Demonstrate knowledge in the major components of Comparative Literature.

**CO3:** Undertake a methodological investigation of problems involving more than one literature so that he/she may acquire a broader sense of literary history and tradition.

**CO4:** Critically analyse literary texts in the broader perspective of World Literature.

**CO5:** Compare literary texts from different historical and literary backgrounds.

## **UEN2022: Drama**

**CO1:** Analyze the history of theatre, with particular attention to the evolution of stylistic and aesthetic trends.

**CO2:** Compare and contrast various schools and forms of drama.

**CO3:** Examine the use of theatrical devices

**CO4:** Represent and enact a play, or part of it, written by a native or foreign dramatist

**CO5:** Assess the verbal and visual language of drama.

## **UEN2027: Literary Criticism and Theory**

**CO1:** Explain the nature of literary criticism based on classical Greek paradigms.

**CO2:** Analyze the historical development of criticism.

**CO3:** Define literary theory and criticism.

**CO4:** Develop an aptitude for critical analysis of literary works.

**CO5:** Produce interpretations of literary works in the light of various critical approaches.

**CO6:** Compare and contrast the major trends in literary theory in the 20th century.



### **UEN2030: Media Laws and Ethics**

- CO1:** Evaluate the ethical issues in the field of journalism.
- CO2:** Analyze the relevance and the need for control on media contents in Indian society.
- CO3:** Explain the principles of journalistic ethics and the significance of ethical and responsible journalism.
- CO4:** Explain different media laws and their recent amendments.
- CO5:** Evaluate how media laws differ across platforms and media.

### **UEN2031: Environmental Studies and Human Rights**

- CO1:** Recognize that our life-support system is maintained by all the species that make-up the biosphere, so that they are prepared to sustain biodiversity at all costs.
- CO2:** Develop observation skills and critical thinking and apply them to the analysis of a problem-infested environment.
- CO3:** Analyze the principles of ecology and the environmental damage to life-supportive elements such as air, land and water on a global scale.
- CO4:** Develop a plan to counteract the overall impact of a specific issue, whether local or global, sketching out an effective environment management plan.
- CO5:** Develop empathy and respect for human rights and their application in Indian Context.

### **UEN2035: Dalit Writing**

- CO1:** Identify the unique features of Dalit writing.
- CO2:** Discuss the development of Dalit Literature.
- CO3:** Analyse common themes occurring in Dalit Literature.
- CO4:** Develop a sensitive and compassionate approach to Dalit life, experiences and issues.



**CO5:** Identify role models belonging to Dalit class who have impacted the world.

### **UBM2038A: Capital Market and Investment Management**

**CO1:** Explain the components of Indian Financial System

**CO2:** Appreciate the significance of SEBI as a regulatory mechanism in the Indian Capital Market

**CO3:** Develop an ability to start micro scale investment in stock market

**CO4:** Familiarize with different dimensions of derivative trading

**CO5:** Explain the functioning of new issue market and identify the major intermediaries

**CO6:** Identify the major stock exchanges of India and appreciate the role played by them in terms of capital raised

### **UBM2038B: Fundamentals of Accounting**

**CO1:** Describe accounting concepts and conventions required for the business enterprise

**CO2:** Pass journal entries by understanding the rules of double entry system of accounting

**CO3:** Prepare ledgers which include different types of cash book and balancing of the accounts

**CO4:** Prepare trial balance by understanding the format in order to ensure the arithmetical accuracy

**CO5:** Create final accounts of the sole proprietorship by understanding the nature of accounts

### **UEC2027: Fundamentals of Economics**

**CO1:** Apply basic concepts of economics of demand and supply

**CO2:** Analyze and demonstrate the expenditure pattern of a country

**CO3:** Critically evaluate the functioning of financial system

**CO4:** Evaluate the planning system and strategies



**CO5:** Apply basic concepts of economics of demand and supply

### **UBC2030: Internet and Digital Marketing**

**CO1:** Understand the basic concepts of Internet and Cyber laws.

**CO2:** Develop web pages using HTML.

**CO3:** Acquire basics of digital marketing concepts.

**CO4:** Discuss about the various business drivers in the digital world

**CO5:** Familiarize with E-commerce and online tools for marketing.

### **UBB2024: Brand Management**

**CO1:** Demonstrate a fair understanding about key principles of branding

**CO2:** Discuss and apply different strategies for promoting brands and types of branding.

**CO3:** Design and implement brand strategies that consider brand naming, logo and its types

**CO4:** Cognize and apply brand positioning strategies

**CO5:** Demonstrate and apply knowledge of different brand extension strategies.

### **UPY2043: Renewable Energy Sources**

**CO1:** Describe the geothermal energy and energy from biomass

**CO2:** Describe the energy from oceans and chemical energy resources