



MARIAN COLLEGE KUTTIKANAM
(AUTONOMOUS)

LEARNING OUTCOMES

MEETING REGIONAL DEVELOPMENT NEEDS



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LEARNING OUTCOMES MEETING REGIONAL DEVELOPMENT NEEDS

Marian College has identified the following learning outcomes as *Outcomes Meeting the Regional Development Needs*. There are 5 POs, 63 PSOs, and 1212 COs meeting the regional development needs.

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

- Entrepreneurship
- Communicative Competence
- Applying Modern Technologies
- Sustainability Values
- Critical Thinking and Problem Solving



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

CO1: Identify core concepts of Management

CO2: Describe the history of Management thoughts

CO3: Discuss various functions of Management

CO4: Examine the needs and types of business communication

UBB2004: Fundamentals of Business Statistics

CO1: Identify and demonstrate appropriate sampling and data collection processes

CO2: Discuss the Collection and presentation of data.

CO3: Calculate measures of central tendency and dispersion

CO4: Identify the degree and nature of relationship between two variables

CO5: Interpret changes in economic phenomena over time



UBB2005: Business Accounting

- CO1:** Demonstrate the knowledge and role of financial accounting in the business
- CO2:** Analyze 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.
- CO5:** Demonstrate an extended understanding of the similarities and differences in service-based and physical product based marketing activities.

UBB2008: Mathematics for Management

- CO1:**Apply distance formula.
- CO2:**Apply section formula.
- CO3:**Find the equation of straight lines.
- CO4:**Distinguish between parallel lines and perpendicular lines.
- 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.

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

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 business

firms.

CO3: Analyze 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.



UBB2029B: E Commerce (Elective II)

CO1: Exhibit clarity in concepts, features and models e commerce

CO2: Demonstrate awareness in security measures in e commerce

CO3: Display basic understanding in electronic payment systems

CO4: Identify and appraise various applications of e commerce

CO5: 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)

UBC2001: Algebra and Logic (Complementary)

CO1: Write an argument using logical notation and verification of the validity of arguments.

CO2: Demonstrate the ability to write a proof or outline the basic structure using different method of proofs.

CO3: Solve system of linear equations using canonical matrix, inverse matrix method and Cramer's rule.

CO4: Compute determinant, characteristic equation, Eigen values and Eigen vectors of a square matrix.

CO5: Determination of solution of homogeneous and non-homogeneous equations using rank.

UBC2003: Operating Systems (Core)

CO1: Describe the role of operating system in the working of a computer system.

CO2: Analyse the performance of various process Scheduling Algorithms in process scheduling.



CO3: Appraise the design of various algorithms for process Synchronization and deadlock handling.

CO4: Analyze various memory management techniques.

CO5: Appraise issues related to file system interface and file system implementation in a computer system.

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++.

UBC2005: Software Lab I (Core)

CO1: Install windows 10 and its tools.

CO2: Install and configure windows Server.

CO3: Create Class and Objects in C++.

CO4: Implement Different types of Constructors and Memory management operators in C++.

CO5: Implement Inheritance and Polymorphism in C++.

UBC2007: Discrete Mathematics (Complementary)

CO1: Prove basic set equalities using truth table and definitions.

CO2: Determine the properties of relations and functions.

CO3: Solve mathematical problems using permutation, Combination and Principle of inclusion and exclusion.

CO4: Find minimal spanning tree of a connected graphs.

CO5: Verify the planarity of a given graph.



CO6: Identify shortest paths for connected graphs.

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)

CO1: Write Java application programmes using OOP principles and proper programme structuring.

CO2: Demonstrates how to achieve reusability using inheritance, interfaces and packages

CO3: Demonstrate understanding and use of different exception handling mechanisms and multitasking concept in Java Programming.

CO4: Identify and describe common abstract user interface components to design GUI in Java

CO5: Implement various utility classes and keywords in Java Programming.

UBC2010: Data Structures Using C++ (Core)

CO1: Describe the fundamental concepts of static and dynamic data structures.

CO2: Compare and Contrast different searching and sorting techniques.

CO3: Design operations on linear data structures such as stacks and queues.

CO4: Implement operations on linked lists.

CO5: Devise programmes for operations on trees.



UBC2011: Software Lab II (Core)

CO1: Implement the Object Oriented Programming concepts.

CO2: Implement AWT, swings and Event Handling in java.

CO3: Configure the routing protocols using Cisco packet tracer software.

CO4: Develop programmes in C++ to implement various sorting and searching methods.

CO5: Implement programmes in C++ to solve problems using different data Structures.

UBC2014: Digital Electronics and Microprocessor (Core)

CO1: Design logic circuits using simplified Boolean Expression.

CO2: Comprehend the design of Adders, Encoders, Multiplexer, Decoder and De-Multiplexer.

CO3: Recognize the design of Flip-flops, Registers and Counters.

CO4: Describe the architecture and pin configuration of Intel 8086 microprocessor.

CO5: Understand the instruction set, addressing modes and 8086 assembly language programme concepts.

UBC2016: Virtualization and Cloud (Core)

CO1: Describe the features of parallel and distributed computing application.

CO2: Choose appropriate cloud platform for deployment of web services.

CO3: Configure a virtual machine for resource management and monitoring.

CO4: Maintain host machine in a virtualization environment.

CO5: Describe the architecture of a data centre in cloud environment.



UBC2018: Software Lab III (Core)

- CO1:** Describe the deployment and security of devices and applications across an enterprise.
- CO2:** Create, manage, monitor, and automate the infrastructure and workflows end-to-end.
- CO3:** Configure a virtual machine using vSphere.
- CO4:** Learn Python programming Environment and basic design Constructs.
- CO5:** Apply functions and files to improve the efficiency of the programmes

UBC2020: Operations Research (Complementary)

- CO1:** Understand the significance of OR in Management and Industry.
- CO2:** Convert real life situations to mathematical models in LPP.
- CO3:** Solve Linear programming problem by using graphical method and algebraic method.
- CO4:** Solve transportation problem and assignment problem.
- CO5:** Understand concept of Game theory and Solve pure strategy Games.
- CO6:** Solve mixed strategy problems by principle of dominance.

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.

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.

UBC2026A: Business Idea Development (Non Credit-Elective)

CO1: Prepare a business plan.

CO2: Develop Project of an innovative business.

UBC2026B: IoT Project (Non Credit-Elective)

CO1: Implement a small project in IoT.

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



UBC2029: Internet and Digital Marketing (Open Course)

CO1: Describe the basic concepts of Internet and Cyber laws.

CO2: Develop web pages using HTML.

CO3: Enlist the different areas of e-marketing.

CO4: Demonstrate the different possibilities of social media in digital marketing.

CO5: Explain the features of e-commerce and online marketing tools.

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.

UBC2032: Software Development Lab I (Mini project)(Core)

CO1: Apply Software Engineering concepts in project development.

CO2: Plan, analyse, design and implement a web project using PHP and MySQL.

CO3: Demonstrate independent learning.

CO4: Demonstrate and document software product.

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 analyze 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.

UBC2037: Software Lab VI and 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.

UBC2038: Software Development Lab II (Main Project)(Core)

CO1: Apply Software Engineering techniques in solving real life problems.



CO2: Demonstrate independent learning.

CO3: Demonstrate the ability to locate and use technical information from multiple sources.

CO4: Maintain professional ethics in Software development.

CO5: Demonstrate communication skill.

UBM2040A: Capital Market and 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

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.



B Sc MATHEMATICS

PROGRAMME SPECIFIC OUTCOMES (PSO)

PSO 1: Demonstrate analytical skills in Algebra, Trigonometry, Calculus, Graph theory, Differential equations, Discrete Mathematics and utilize spatial visualisation and geometric modelling.

PSO 2: Organize and interpret real time data and to make proper decisions.

PSO 3: Apply appropriate problem solving methodologies for the solution and analysis of problems in the domain of Finance and Accounting, Computer Science, Mathematics and Statistics.

PSO 4: Demonstrate proficiency in C and Python languages, web technology and networking and communication skills.

PSO 5: Enhance employability through linguistic skills, aptitude and logical reasoning skills.

COURSE OUTCOMES (CO)

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

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 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.

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 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 structure.

CO4: Implements various operators of python

CO5: Develop programmes with Looping and branching statements.

UMA 2025: Skill Enhancement in Data Analytics

CO1: Analyze a real life problem and prepare a questionnaire

CO2: Conduct a survey

CO3: Analyze results

CO4: Apply statistical methods and draw conclusions

CO5: Write report in specific format



UMA2026: Mathematical Analysis

CO1: Identify the supremum and infimum of sets, if they exist

CO2: Find the interior and closure of a set

CO3: Distinguish between countable and uncountable sets.

CO4: Examine the convergence of real sequences.

CO5: Develop the basic algebraic and geometric properties of the complex numbers.

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 equation.

CO3: Solve homogeneous linear differential equations.

CO4: Find the power series solution of the equations.

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

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 2032: Real Analysis

CO1: Test the behaviour of infinite series as regards to convergence.

CO2: Examine the continuity and uniform continuity of functions.

CO3: Examine the integrability of real bounded functions on intervals.



CO4: Define the integral of a function as a limit of sums.

CO5: Test the convergence of sequence (and series) of functions in intervals.

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

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BACHELOR OF APPLIED ECONOMICS

COURSE OUTCOMES (CO)

UEC2004 : Introductory Mathematics

CO1: Solve problems using mathematics in unfamiliar settings.

CO2: Analyse slope and slope intercept form

CO3: Apply graphing of linear and nonlinear functions

CO4: Solve a system of linear equations using matrices

CO5: Construct mathematical modelling of real life situations and solve them using graphical method

UEC2005 : Technical Competencies for Executives

CO1: Create, Format and Edit MS-Word Document effectively

CO2: Use Tables, Graphs, Insert Table of Content, Merge mails etc.

CO3: Work on MS-Excel using Formula and Functions, create Tables and Charts, Sort-Filter data.

CO4: Create and customize Power Point presentations.

UEC2006 : Research Methodology for Economics

CO1: Explain the criteria for a 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 a publishable research work.



UEC2010 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 causes 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.

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

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

UEC2016: Entrepreneurial Skill Development Programme

CO1: assess the commercial viability of new technologies, business opportunities and existing companies

CO2: plan, organize, and execute a project or new venture with the goal of bringing new products and service to the market

CO3: write scientific reports and communicate the results in a professional manner

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.

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

UEC2027: Fundamentals of Economics

CO1: Apply basic concepts of economics of demand and supply

CO2: To analyze 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

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, analyze and evaluate various theories of development

CO5: Describe various techniques to measure inequality



UEC2033A : Economics of Sustainable Development (Elective)

CO1: critically analyze 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)

CO1: Analyse the tourism industry as a contributor to the Indian economy.

CO 2. Analyse the role of different tourism bodies that aid travel management.

CO 3 Provide methods to market different tourism products.

CO 4 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; and

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

COURSE OUTCOMES (CO)

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

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)

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

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

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

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

PMS2032: Massive Online Open Course (MOOC) (Non-Credit)

CO1: apply necessary skills to implement acquired professional knowledge

CO2: Create and deliver MOOC contents

PMS 2032.CO3: Create progressive skills that respond to the dynamic world

CO4: Create new space for experimentation

CO5: Evaluate the area of specialisation



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.



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

CO3: Justify the importance of business ethics

CO4: 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.

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: 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.

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

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 analyze investment proposals

CO3: Assess and measure risks associated with investment proposals.

CO4: Advise investors on various investment opportunities

CO5: Design appropriate portfolio prospective 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

CO1: Understand the basic concepts of cost audit and management audit

CO2: Maintain cost records as per Generally Accepted Accounting Principles

CO3: Prepare Cost Audit report in compliance with statutory obligations

CO4: Evaluate the performance of an organization through cost accounting standards

CO5: Design appropriate course of action for optimal utilization of scarce resources to improve productivity



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)

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



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

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

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

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

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

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

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

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



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, analyzing 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)

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: Analyze 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.

UBM 2003 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.

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

UBM2017 Quantitative Techniques

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.

CO5: Construct different types of index numbers using appropriate methods and also do time series analysis for calculating trend and doing prediction. .

UBM2018 Financial Management

CO1: Explain the nature and objectives of financial management and apply the concept of time value of money in financing decisions

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.

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.

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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/programmes.

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

UBM2028 Audit and Assurance

CO1: Examine different concepts of audit and prepare an audit plan that integrates risk assessment and understanding of business entity/environment.

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.

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.



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.

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 AD Fuller, 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

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 196**CO1:**

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: Appericiate 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.

UBM2006 ICT Skills for Learning Type: Workshop

CO1: Apply the techniques of using search tools more effectively to locate appropriate sources

CO2: Apply Presentation Software Applicants to create large group presentations, self running slide shows and other types of slide based presentation



UBM2007 Business Startups 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

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.



UBM2025B Life Skill Competency – Home Decor

CO1: Recognize the elements and principles of design and their applications.

CO2: Achieve a healthier and more aesthetically pleasing environment for the students in their home.

CO3: Define and classify accessories. Analyse the importance, selection and arrangement of accessories in relation to background

CO4: Distinguish the types of decorative styles. Criticize the application of colour and light for various rooms.

UBM2025C Life Skill Competency – Home Gardener

CO1: Appreciate the need for having a Kitchen Garden at home for self-sufficiency and overall health of family members.

CO2: Apply the knowledge acquired for designing and setting up a modern kitchen Garden next to their home that meet their daily household requirements such as vegetables, fruits, etc.

CO3: Demonstrate the skills in the upkeep and maintenance of Kitchen Garden by adopting scientifically proven technologies/methods including that of fertilization, irrigation, pest control etc.

UBM2025D Life Skill Competency – Home Tools, Repair and Carpenter

CO1: Familiarize with some basic home tool concepts and comprehend the possible challenges and barriers in day to day life

CO2: Identify general hazards associated with hand and portable home power tool use, and the safety practices for protecting against these hazards.

CO3: Familiarize with basic vehicle complaints and repairs and make them independently handle household requirements and to enhance competence and confidence in personal and professional life

CO4: Familiarize with some basic mechanical, electrical and plumbing concepts and sensitize the different kinds of labour and how to value it.



CO5: Familiarize with building components, construction equipment, carpentry tools and electrical systems

CO6: Identify and adhere to established health and safety practices that apply to specific job sites

UBM2025E Life Skill Competency – Home Mount

CO1: Know the basics of mountaineering

CO2: Understand the Importance of mountaineering

CO3: Use mountaineering skills in day to day life

CO4: Get Hands on training in different equipment's

UBM2009 Orientation for Professional Qualifications (Foundation)

CO1: Identify various career opportunities available to accounting professional in India and abroad.

CO2: Explain the minimum qualification required for joining different professional programmes and the procedure for applying for the programme.

CO3: Demonstrate foundation level knowledge regarding the professional qualification such as CA (INDIA), CMA (INDIA), ACCA (UK) and CIMA (UK)

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 Management (Non- credit)

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, comply/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.



UBM2038A :- Capital Market and 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 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 integration of functions

CO5:Define outcomes, sample space and events

UBB2025 Brand Management (Open Course)

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

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)

PSW2001 Introduction to Social Work and Human Service

CO1:Critically evaluate the shift from social service to professional social work

CO3: Demonstrate social work practice adherence to principles, values and code of ethics as elicited in Global Social Work Statement of Ethical Principles.

CO4: Compare and contrast the philosophical understanding of social work profession

PSW2007 Introduction to Macro Social Work Practice: Social Policy, Social Justice, and International Social Work

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.



PSW2008 Social Work Research

CO1: Design quantitative or qualitative or mixed methods original research projects independently and ethically, using appropriate methods.

CO2: Construct tools of data collection and Collect data using appropriate methods and instruments.

CO3: Analyse qualitative and quantitative data using suitable data analysis methods and softwares (NVivo/Dedoose and SPSS) and discuss the results.

CO5: Report/disseminate research findings systematically and effectively in the academic community and to stakeholders in society.

PSW2009 Administration of Human Service Organizations and CSR

CO1: Integrate theories, knowledge, skills and values of human services into the operation of human service organizations in a manner that demonstrates flexible thinking.

CO3: Administer human service organizations in diverse environments in a pluralistic society in a manner that reflects respect for our multicultural world.

CO5: Administer CSR projects for the sustainable development of the society

PSW2010 Abnormal Psychology

CO1: Use of appropriate theories in social work practice in mental health practice.

CO2: Formulate cases of major psychiatric disorders in clinical social work practice.

CO3: Effectively diagnose psychiatric cases during clinical social work practice.

CO4: Demonstrate ethical and professional behaviour in mental health field.

CO5: Practice in multidisciplinary teams in different mental health care settings.



PSW2011 Social Legislation and Human Rights

CO1: Apply legal knowledge to complex problem situations and offer potential solutions within a simulated professional context

CO2: Apply tools and systems of social defence for advocacy to bring sustainable social change

CO3: Critically assess the social construction of laws in relation to particular social groups in the context of social justice.

CO4: Appraise the approaches and structures of organisations and networks that advocate human rights and/or are involved in issues of social justice.

PSW2015 Integrated Social Work Practice With Diverse Categories of People

CO1: Choose the appropriate programmes and services related to child development

CO2: Demonstrate the various skills of social work in the field of youth development

CO3: Use the appropriate legislative measures and programmes in the field of women development

CO4: Apply the basic theories and assessment of gerontological social work

CO5: Discover the various forms of disability and sketch the available services for the rehabilitation

PSW2017 Psychopathology for Social Work Practice

CO2: Take psychiatric case history, mental status examination, psychopathology in a psychiatric social work setting.

CO3: Conduct psychosocial diagnosis in mental disorders.

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

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.

PSW2023 Research Project

CO1: Design quantitative or qualitative or mixed methods original research projects independently and ethically, using appropriate methods in social work practice.

CO3: Apply appropriate statistical methods and tests to analyse research data using data analysing computer softwares

PSW2026 Comprehensive Viva Voce

PSO2: Engage diversity and difference and respond to different contexts of practice.

PSO3: Engage in research based practice and practice based research



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

PMC2001 - Introduction to Python Programming

CO1: Enumerate generic data types and control structures in Python and write simple programmes

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 programmes

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

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.

PMC2006 - Entrepreneurship and Innovations

CO1: Describe the concept of Entrepreneurship

CO2: Identify and develop Entrepreneurship talents

CO3: Identify Innovation and generate innovative business ideas in IT

CO4: Recognize Digital Marketing techniques

CO5: Demonstrate Presentation Skills

CO6: Demonstrate effective communication Skills with special preference to Business communication



PMC2007 - Programming Lab in Python

- CO1:** Develop simple python Programs using basic syntax
- CO2:** Develop python programmes using python packages
- CO3:** Demonstrate simple python programmes using Database
- CO4:** Demonstrate IDE Jupyter

PMC2010 - Programming in Java

- CO2:** Construct programmes 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 programmes 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.

PMC2013 - Machine Learning

- CO1:** Analyze the basic concept of Machine Learning
- CO2:** Implement Data Preprocessing in Python



CO3: Implement various classification algorithms in 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 programmes 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 programmes with multiple threads and address concurrency issues (target 50

PMC2017 - Mini Project - II and Project Presentation

CO1: Write a Software Requirement Specification



CO2: Design classes for the required specifications

CO3: Implement solutions for the required specification.

CO4: Test the software.

CO5: Present the project work in front of an audience.

PMC2019 - Operations Research

CO1: Translate a real-world problem into a mathematical formulation

CO2: Demonstrate the ability to optimize with tools from linear programming, probability, statistics, simulation, game theory, Queuing Theory etc. in contexts involving uncertainty and scarce or expensive resources

CO3: Formulate and solve mathematical model by applying the concept of simplex method and its extensions

CO4: Identify the resources required for a project and generate a plan and work schedule

CO5: Apply project management tools like CPM/PERT that ensures successful completion of projects

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.

PMC2021B - Configuration Management Automation

CO1: Describe Configuration Management

CO2: Describe different types of automation tools

CO3: Implement Ansible Playbooks

CO4: Automate System Administration tasks



PMC2021C - Mobile Application Development

CO1: Describe the android architecture and basic workflow of building an android application

CO2: Construct GUI layouts with various UI elements and activity life cycle

CO3: Develop apps containing fragments, background tasks and database storage

CO4: Build apps containing media playback and geo features

CO5: Leverage the Firebase cloud storage features in the app design and publish the app in the Google PlayStore

PMC2022A - Data Analytics With R

CO1: Configure R environment for development of application

CO2: Develop functional applications using R scripting

CO3: Develop application which processes CSV files

CO4: Develop application with visualisation

CO5: Apply basic statistical operation using R. (target 65, Modules : M5)

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

PMC2023 - Mini Project- III

CO1: Gather the requirements of the project

CO2: Model the solution using UML



CO3: Implement the solution using appropriate technology

CO4: Verify and validate the solution

PMC2024 - Internship

CO1: Obtain experience working as a professional Developer.

CO2: Apply your technical knowledge to a real-life situation

CO3: Work with other professionals related to your industry

CO4: Increase your technical, interpersonal and communication skills

CO5: Observe interactions of engineers with other professional groups

CO6: Witness the functioning and organization of business and companies

PMC2026 - Innovative Initiatives

CO1: Integrate the technological and industrial knowledge into the curriculum

CO2: Reflect on experiences of creativity and innovation at work

CO3: Experience the ethical side of paper publishing, international certification, live

PMC2030 - Main Project

CO1: Gather and document the requirement of use case

CO2: Model the application using UML

CO3: Design the data store layout

CO4: Implement solution using suitable tools and technologies

CO5: Validate and verify the solution



BACHELOR OF COMMUNICATIVE ENGLISH

COURSE OUTCOMES (CO)

UCE2001: Essential English for Under Graduates

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..

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.

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.

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 19th to the 21st 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.



UEN2012 Print Media: Reporting, Writing and Editing

CO1: Create news, copy and feature stories.

CO2: Illustrate different styles of news writing.

CO3: Differentiate and explain various forms of reporting.

CO4: Communicate to mass audience in writing.

CO5: Summarize the operations, functions and duties of the editorial department.

CO6: Develop interviewing skills, improved listening and observational skills.

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.

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.

CO5: Appreciate and critique poetry as a literary art form.

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 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 , Teaching English as a Foreign Language and Teaching English as a Second Language .

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



UEN2020 Introduction to Designing on Computers

CO1: Edit and design images.

CO2: Understand and explain the tools in a designing software.

CO3: Judge and classify designs on the basis of technical quality.

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.

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.

UEN2023 Creative and Technical Writing

CO1: Recognize imagination as the shaping force of creative writing.

CO3: Practise their creative voice in nonfiction such as biographical and autobiographical essays, feature articles, travel writing and diaries.

CO5: Create digital and technical writings such as content writing, blogging and script writing.



UEN2024 Digital Media and Society

CO1: Analyze and evaluate the impact of digital media on society.

CO2: Use digital media effectively when campaigning for a social cause.

CO3: Distinguish between positive and negative uses of digital media.

CO4: Arrange digital media uprisings chronologically.

CO5: Deconstruct and explain internet metaphors.

UEN2028 Postcolonial Literature

CO2: Evaluate the common features that characterize writings from different countries.

CO3: Develop the skill to apply postcolonial theories in interpreting a text.

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

CO2: Develop observation skills and critical thinking and apply them to the analysis of a problem-infested environment.

CO4: Develop a plan to counteract the overall impact of a specific issue, whether local or global, sketching out an effective environment management plan.



UEN2032 Film Studies

CO2: Conceptualize, shoot and edit mobile videos on socially pressing themes.

UEN2034 Culture and Cinema

CO1: Evaluate Culture as a construct and the debates related to it.

CO2: Examine the key concepts in culture and cinema and judge how they influence society.

CO3: Identify the major genres of film and its basic terminology.

CO4: Demonstrate a critical attitude towards reading and understanding aspects of culture.

CO5: Analyze, write and discuss cinema as a cultural artifact and discern the ideological processes at work.

CO6: Interpret literature in art/cinema and vice versa through the close study of adaptations.

UEN2036 Gender Perspectives in Literature

CO1: Formulate how class, race and gender influence literature.

CO2: Analyze the diverse spectrum of gender and identify the concerns of the same.

CO3: Justify the need for feminism and recognize the need to move from women specific issues to gender specific ones.

CO4: Examine the biases in the portrayal and construction of gender and patriarchal norms

CO5: Evaluate their idea of gender roles and demonstrate an educated sensibility in concepts regarding sex and gender.



UEN2037 Development Communication

CO1: Demonstrate competency in human relational interaction.

CO2: Assess the impact of culture on communication

UBM2038A: Capital Market and Investment Management

CO1: Develop an ability to start micro scale investment in stock market

CO2: Familiarize with different dimensions of derivative trading

CO3: Explain the functioning of new issue market and identify the major intermediaries

CO4: Identify the major stock exchanges of India and appreciate the role played by them in terms of capital raised

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.

USW2021: Development Communication

CO1: Explain basic concepts in development communication

CO2: Demonstrate understanding on theoretical frameworks of development communication

CO3: Use various communication techniques for development programmemes

CO4: Demonstrate skills in public speaking and organizing conferences and seminars



UPE2001: Physical Health and Life Skills Education

CO1: Ability to search appropriate sources of information about physical fitness and its components.

CO2: Suggest set of exercises or activities to maintain or improve efficiency of different body systems.

CO3: Ability to suggest combination of nutrients and its various sources for balanced diet.

CO4: Application of first aid and its procedure for common injuries.

CO5: Capable to demonstrate and suggest exercises for the prevention and management of hypo-kinetic diseases.

CO6: Habit of Engage in sports and games activities including yoga for better life Skills.