

DHANRAJ BAID JAIN COLLEGE

(Autonomous)

Thoraipakkam, Chennai – 600097

Affiliated to the University of Madras



COURSE OUTCOMES

ARTS PROGRAM OUTCOME

- PO1. Arts:** The three year Arts program enables the students to gain a thorough knowledge in the fundamentals of economics and Finance.
- PO2. Problem Analysis:** The all inclusiveness of the course ensures that students are turned up to date in Micro Economic theory. Courses from the introductory level, effective development will also progress to the valuing and organizational levels.
- PO3. Arts Students and Society:** This equips the students to face the modern day challenges in Economic growth and Issues. Also enable them to meet the requirements of corporate sector.
- PO4. Ethics:** Apply ethical principles and commit to the professional ethics and norms.
- PO5. Environment and Sustainability:** To understand the impact of responsibility of pursuing the environment and demonstrate the need for sustainable development.
- PO6. Individual and Team Work:** Function effectively as an individual and as member or leader in diverse teams in multi – disciplinary settings.
- PO7. Communication:** Speak, read , write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.
- PO8. Project Management and Finance:** Demonstrate the knowledge of the understanding of the fundamental principle of managing a project and apply the same in one's own work as a member and as a leader of a team, to manage project in a multi disciplinary environment
- PO9. Life – Long Learning:** Recognize the need for and have the preparation and ability to engage in independent and lifelong learning in the broadest context of technological change.

B.A. – ECONOMICS

PROGRAM SPECIFIC OUTCOME

PSO1. Understand the trend in Indian and World Economy.

PSO2. Analyze the macroeconomic Policies including fiscal and economic policies of India

PSO3. Determine the economic variables including inflation, unemployment, property, GDP, Balance of Payments using statistical methods.

PSO4. Understand the trends of financial and money markets and perform cost – benefit analysis for making investment decisions.

SUBJECT	COURSE OBJECTIVES	COURSE OUTCOMES
<p>Tamil- I Literature And Language skills</p>	<ol style="list-style-type: none"> 1. To know the importance of Tamil language 2. Patriotism is the essential in every man's life. 3. To teach the human values and ethics. 4. To make the importance of unity in diversity. 5. Highlighting the bravery of freedom fighters. 	<ol style="list-style-type: none"> 1. Learned the speciality of tamil language. 2. Gained the knowledge and the speciality of our country. 3. To highlight the importance of unity. 4. To remove the enmity and to cultivate friendship. 5. To know about the national integration.
<p>English – I</p>	<ol style="list-style-type: none"> 1. Students learn to develop our nation by freedom, development and to stand up to the world. 2. Youngsters to lookout smart species and make senses right. 3. To know the importance of environment to the present generation. 4. To have leisure and satisfaction in all the natural things. 5. To create an inward awareness and outward compassion. 	<ol style="list-style-type: none"> 1. It creates awareness amongst the Indian to contribute towards making our country a great one. 2. Helped the younger generation to prevent suicide. 3. Students practiced to plant and save trees. 4. Throws light on woman's daily chores, sufferings and gave peace. 5. Took a pledge they should make use of their skill for the betterment of humanity
<p>Indian Economy-I</p>	<ol style="list-style-type: none"> 1. Basic knowledge of factors governing Indian economy and its growth. 2. Understand the role of the Indian economy in the global context. 	<ol style="list-style-type: none"> 1. To understand the basic characteristics of economic development and growth of Indian economy 2. To understand about capital formation and methods of computation of national income. 3. To Understand the causes and impact of population growth. 4. To Understand agriculture as the foundation of economic growth and development. 5. To analyze new economic policies (privatization ,liberalization and globalization) in India
<p>Statistics for economists - 1</p>	<ol style="list-style-type: none"> 1. To exhibit representation of data statistically along with measures of central tendency and dispersion. 2. To understand the real purpose of statistical methods and its application in business and 	<ol style="list-style-type: none"> 1. To understand the importance and application of statistics. 2. Outline the graphic and diagrammatic presentation of frequency distribution. 3. To know about statistical measures such as Mean, Median and

	research.	<p>Mode for analysis and interpretation of data.</p> <p>4. Analyze the different measures of dispersion that are useful in the field of research.</p> <p>5. To construct the different measure of skewness and kurtosis</p>
Tamil- II Literature And Journalism	<ol style="list-style-type: none"> 1. It belongs to saiva samayam and praises namasivaya manthiram. 2. Poem which praises lord shiva . 3. It belongs to vainava samayam, where andal describes her dream to her friend about getting married with lord perumal . 4. A literature portraying lord shiva as everything and every being. 5. This poem narrates philosophical ideologies of life. 	<ol style="list-style-type: none"> 1. Comprehended the meaning of namasivaya manthiram.. 2. Acquired knowledge about the greatness of lord shiva . 3. Understand the chronicle of lord perumal and describes the ultimate goal of life is to seek surrender and refuge at the lord's feet. 4. Acquired knowledge about the principle of saiva sidantham. 5. Integrated the philosophical idea of life.
English – II	<ol style="list-style-type: none"> 1. To define the qualities of a Goodman. 2. To show the difference between western and ancient culture. 3. To glorify the virtue of forgiveness. 4. To exhort the quality of leadership. 5. To know the three stages of the technologies innovations. 	<ol style="list-style-type: none"> 1. Students gained good qualities how to treat victory and disaster. 2. Learnt what is good and bad in western and ancient cultures. 3. Achieved to forgive their fellowmen. 4. Understand to become a good leader. 5. Students learnt the fast stages of technology.
Indian Economy – II	<ol style="list-style-type: none"> 1. Advanced concepts in LPG and current economic scenario are taught. 2. To understand about the industry and transport sector. 	<ol style="list-style-type: none"> 1. To identify the role of industries in economic development. 2. To make the students understand the industrial labour and social security schemes. 3. Students gain knowledge about the role of transport in economic growth. 4. To know about the current five year plan and role of foreign aid in economic development. 5. To understand about poverty and 12th finance commission .

<p>Statistics for Economists – II</p>	<ol style="list-style-type: none"> 1. To know about advanced techniques like correlation, regression, indexing as applicable in business. 2. To know the importance of sampling design. 	<ol style="list-style-type: none"> 1. To understand the basic knowledge on sampling and its types. 2. To gain knowledge on correlation and rank correlation and its application. 3. To Identify the appropriate regression model to apply on economic theories. 4. To understand and apply index number in economic phenomena. 5. Usage of time series analysis and forecasting models to elevate forecasting results.
<p>Tamil- I Literature and translation</p>	<ol style="list-style-type: none"> 1. To know how to ask questions and thanks giving. 2. To know about moral thoughts. 3. To teach about human values and ethics. 4. To highlight the importance of good manners. 5. Highlighting the good deeds. 	<ol style="list-style-type: none"> 1. We should not forget who stood by our side during hard time. 2. To do good things we should be with good people. 3. Realised education is important in life. 4. Acquired knowledge about good deeds.
<p>English – III</p>	<ol style="list-style-type: none"> 1. To read the play and to use the critical thinking skills. 2. To regain his confidence and strength in Lady Macbeth. 3. Reveals the psychology of the woman towards her life partner. 4. To cherish a belief in god without accepting all religious dogmas. 5. To promote amity, peace and understanding. 	<ol style="list-style-type: none"> 1. Developed in reading skills, learnt to respond to the text. 2. Gained to achieve the goal. Unwomanly nature puts his manliness to shame. 3. Revealed the apprehensions of wives about their husbands in presence of strange pretty girls. 4. Believed that god will see to it that the guilty will be eventually punished. 5. Accepted the trials and tribulations by the wisdom of the old and the energy of the young should go together.
<p>Micro Economics -1</p>	<ol style="list-style-type: none"> 1. To understand law of demand and supply with respect to consumer behavior along with production process functions and cost concept. 2. To understand and analyze the Theory of Consumer behaviour. 	<ol style="list-style-type: none"> 1. To describe the various ideas on Economics and its related concept. 2. To evaluate and discuss the law of demand and supply 3. To understand and analyze the consumer behavior pattern. 4. To impart knowledge on production function. 5. Identify the various concept of cost and revenue .

<p>Monetary Economics -1</p>	<ol style="list-style-type: none"> 1. Student learn about Money standards and value of money. Also, factors influencing money supply and inflation are taught. 2. Student will be able to understand how monetary and fiscal policy affects the financial systems. 	<ol style="list-style-type: none"> 1. To Understand the various functions and classification of money. 2. To impart knowledge on value of money and evaluation of quantity theory of money. 3. To know about Money standards and Indian currency system. 4. To determine the various factors influencing money supply and Keynesian approach. 5. To impart knowledge on inflation and its effects along with Trade cycle.
<p>Tamil- IV Literature And Mass communication</p>	<ol style="list-style-type: none"> 1. To know about life style of ancient tamil people 2. To know about life culture of ancients tamil people 3. To know about life culture of ancients tamil people 4. To know about dynasty of ancient tamil kings 5. To know about pride of lord thirumal 	<ol style="list-style-type: none"> 1. To know about sangam literature and life style of sangam people 2. To know about creativity and language skills of sangam age poets. 3. To know about trust and believes of sangam age people 4. To know about valiancy, victory, charity of ancient tamil kings 5. To know about religious information of ancient tamil people
<p>English – IV</p>	<ol style="list-style-type: none"> 1. To do good and to follow the principles. 2. Not to hurt others by words or actions. To control Adam teasing and eve teasing. 3. Comprehension gives you practice in reading and understanding. 4. To express their social behavior in the form of greeting, request, apology. 5. To check the writing skills. 	<ol style="list-style-type: none"> 1. Done it consciously followed the principles and the different scriptures shown the means of attaining virtue. 2. Learnt to follow proper dress code and listened advices. 3. Students practiced reading skills in the class room. Created interest in reading. 4. Made to behave and followed the social expressions. They started using the form of greetings in their daily conversation. 5. Wrote the free composition.
<p>Micro economics –II</p>	<ol style="list-style-type: none"> 1. Advanced knowledge on market structure, price output determination under imperfect competition, Theory of wages and distribution are learnt. 2. Students will be able to describe the various types of markets and compare their efficiency. 	<ol style="list-style-type: none"> 1. To familiar about the different market structure. 2. To enable the students to understand price and output determination under imperfect competition 3. Understand the theory of distribution thoroughly. 4. To gain knowledge on Wages and theory of interest.

		5. Students will be able to understand about theory of profit and income disparities.
Monetary Economics –II	<ol style="list-style-type: none"> 1. Students gain indepth knowledge on Commercial bank, Central bank, Capital market & Money market functions in India. 2. Students should be able to demonstrate an understanding of the links between monetary policy, financial markets and the real economy. 	<ol style="list-style-type: none"> 1. Identifying the distinguishing features of commercial banks and its limitation. 2. To learn about the nationalization of banks and recent reforms in banking sector in India. 3. To explain the central banking system and the methods of credit control. 4. To recognize and explain the fundamental function and role of RBI in different sectors. 5. To Assess the function of money market and capital market.
Macro Economics – 1	<ol style="list-style-type: none"> 1. Students will be able to analyze the economic parameters in quantitative terms. 2. To provide basic knowledge of national income and functions of consumption and investment with their types. 	<ol style="list-style-type: none"> 1. To understand about the nature and scope of macro economics. 2. To define and explain the process of calculating national income, identify its components, demonstrate circular flow of income. 3. To Understand Say’s law of market and classical theory of employment. Also, students learn about Keynes objection to the classical theory. 4. Analyze the theories of absolute and relative income hypotheses and demonstrate the investment function and distinguish between MEC and MEI.
Managerial Economics	<ol style="list-style-type: none"> 1. To know the basics of managerial economics with focus on cost analysis and capital budgeting. 2. Application of economic concept , theories and analytical tools to find optimum solution to business problem. 	<ol style="list-style-type: none"> 1. Understanding the nature and scope of managerial economics and its related concepts. 2. To understand cost analysis and related concepts. 3. To familiarize with market structure along with price and output decision. 4. Articulate the pricing method and profit management. 5. To describe and demonstrate capital budgeting.
Fiscal Economics -1	<ol style="list-style-type: none"> 1. Fundamentals of Fiscal economics like public expenditure, public revenue and tax system and its types are taught. 2. Students should be able to assess how tax implications affect public budgeting and finance. 	<ol style="list-style-type: none"> 1. To Understand the sources of finance both public and private, demonstrate the role of government in correct market failures 2. To understand the causes and effects of growing public expenditures for various programs and policies within the country. 3. To enable the students to know about benefits, distribution and burden of various types of taxes among various classes of

		<p>people.</p> <p>4. To know the general trend and impact on general welfare and arouse them to suggest good and bad tax system.</p> <p>5. Demonstrate knowledge of taxes namely Property tax, VAT, MODVAT, CENVAT.</p>
History of Economic thought	<p>1. To understand about the view point of economists and the origin and development of economic ideas</p> <p>2. To provide an insight on Marginal revolution and Indian Economists.</p>	<p>1. Create an understanding of development of economic theory of Marxians, Austrians, Feminists, Post Keynesians, Institutionalists, and Critical Realists.</p> <p>2. Students will be able to understand the rise of socialism and different institutional thoughts.</p> <p>3. To examine about the marginal revolution.</p> <p>4. To understand the view points of Alfred Marshall, Keynes and other welfare economists.</p> <p>5. To gain knowledge on the perspectives of Indian economists.</p>
Environmental Economics	<p>1. To learn about the principles and practices of natural resource management, sustainability, global warming, environment management and their policies.</p> <p>2. Apply systems concepts and methodologies to analyze and interactions between social and environmental process.</p> <p>3. Understand the transactional character of environmental problems and ways of addressing them, including interactions across local to global scales.</p>	<p>1. To analyze the importance and influence of environment on the economy including the quality of manpower.</p> <p>2. To define the nature and classification of resource and energy within the context in India.</p> <p>3. To Understand the causes and victims of environmental degradation in India.</p> <p>4. To gain knowledge on environment awareness program.</p> <p>5. To illustrate about the International environment assessment program.</p>
Macro Economics – II	<p>1. To impart advanced knowledge on inflation and Unemployment to be used as economic indicators.</p> <p>2. To analyze the determinants of fiscal and monetary policy.</p> <p>3. Understand the tenets of Keynesian economics</p>	<p>1. Students will be able to gain knowledge on Income multiplier and Induced investment accelerator.</p> <p>2. To gain knowledge on Keynesian theory and liquidity trap.</p> <p>3. Understand the monetary theory in relation to underemployment and full employment.</p> <p>4. To interpret the monetary and real sector equilibrium through IS-LM diagram.</p> <p>5. Demonstrate an understanding of monetary and fiscal policy options as they relate to economic stabilization.</p> <p>6. To identify the Keynesian portion of the AS curve and explain</p>

		the logic for it.
International Economics	<ol style="list-style-type: none"> 1. To gain knowledge of open economy and determinants of exchange rates and the balance of payments. 2. Analyse the links between trade, international finance, economic growth with emphasis on the experience of developing countries. 	<ol style="list-style-type: none"> 1. To identify the basic difference between inter-regional and international trade, and explain the various international trade theories. 2. To understand the basic concept of international trade. 3. To know about the importance of maintaining equilibrium in the balance of payments and suggests suitable measures to correct disequilibrium as well. 4. To gain knowledge on foreign exchange market and its effects. 5. To explain the broad features of international financial institutions and WTO with reference to India
Fiscal Economics -II	<ol style="list-style-type: none"> 1. To understand advance concepts in fiscal policy, public debt, federal finance and effects of taxes . 2. Aims to provide knowledge of Deficit financing and Fiscal policies to the students. 	<ol style="list-style-type: none"> 1. Students should understand the effects and management of public debt. 2. To study the deficit financing in Indian context. 3. To evaluate the various finance commission for regulatory planning. 4. To understand the role of local finance and diverse sources of local finance. 5. Students gain indepth knowledge on the objectives and instruments of fiscal policy.
Health Economics	<ol style="list-style-type: none"> 1. To Learn the key concept of economics within the context of the health system. 2. To evaluate the economic and social dimension of Health care . 3. To provide an overview of Health education and Health insurance 	<ol style="list-style-type: none"> 1. To understand the nature and scope of health economics and theoretical issues associated with it. 2. To know about medical care and determinants of health, poverty, malnutrition and environmental issues 3. To gain knowledge about National health policy under Five year plans and problems in health care delivery. 4. Demonstrate an understanding of diverse approaches to public health and physical quality of life index. 5. To understand about Community health insurance and factors influencing demand for health insurance.

SCIENCE PROGRAM OUTCOMES

- PO1. Science:** Apply the knowledge of science fundamentals to solve problems in chosen field.
- PO2. Problem Analysis:** Identify and review literature, thereby analysing problems to arrive at substantiated solutions using the basic principles of science.
- PO3. Science Graduate and Society:** Apply reasoning to assess the societal issues like health, safety, legal and cultural to dominate the need for sustainable development.
- PO4. Ethics:** Apply ethical principles and commit to the professional ethics and norms.
- PO5. Environment and Sustainability:** To understand the impact of responsibility of pursuing the environment and demonstrate the need for sustainable development.
- PO6. Individual and Team Work:** Function effectively as an individual and as member or leader in diverse teams in multi – disciplinary settings.
- PO7. Communication:** Speak, read , write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.
- PO8. Project Management and Finance:** Demonstrate the knowledge of the understanding of the fundamental principle of managing a project and apply the same in one’s own work as a member and as a leader of a team, to manage project in a multi disciplinary environment.
- PO9. Life – Long Learning:** Recognize the need for and have the preparation and ability to engage in independent and life long learning in the broadest context of technological change

B.SC-MATHEMATICS**Program Specific Outcome:**

- PSO1.** Formulate and analyse mathematical and statistical problem, precisely define the key terms, and draws clear and reasonable conclusions.
- PSO2.** Use mathematical and statistical techniques to solve well defined problems and present their mathematical work, both in oral and written format to various audiences (students, mathematicians and non-mathematicians)
- PSO3.** Read, understand and construct correct mathematical and statistical proofs and use the library and electronic data-bases to locate information on mathematical problems.
- PSO4.** Explain the importance of mathematics and its techniques to solve real life problems and provide the limitations of such techniques and the validity of the results.
- PSO5.** Propose new mathematical and statistical questions and suggest possible software packages and / or computer programming to find solutions to these questions.
- PSO6.** Continue to acquire mathematical and statistical knowledge and skills and appropriate to professional activities and demonstrate highest standards of ethical issues in mathematics.

SUBJECT	COURSE OBJECTIVES	COURSE OUTCOMES
<p>ALGEBRA AND ANALYTICAL GEOMETRY (2D)</p>	<p>To make the students familiar with</p> <ol style="list-style-type: none"> 1. Theory of equations 2. Geometry and its applications in the real world 3. How to communicate geometric ideas in the language of the mathematician 	<ol style="list-style-type: none"> 1. To understand the concept of theory of equations. 2. Get exposed to the transformations of equations. 3. Be familiar with Binomial, Exponential and Logarithmic series. 4. To understand the concept of the Parabola and Ellipse. 5. Be through with Hyperbola, Rectangular Hyperbola and Conjugate Hyperbola.
<p>CALCULUS AND TRIGONOMETRY – I</p>	<p>To make the students familiar with</p> <ol style="list-style-type: none"> 1. Problems using expansion of functions. 2. Integral calculus in solving problems. 3. Properties of definite integrate. 4. Expansions in trigonometric ratios. 5. Hyperbolic functions. 	<ol style="list-style-type: none"> 1. To solve problems using expansion of functions. 2. To apply integral calculus in solving problems. 3. To be familiar with Properties of definite integrates. 4. To have a clear understanding of Expansions in trigonometric ratios. 5. To have a thorough knowledge of Hyperbolic functions.
<p>FUNCTIONAL MATHEMATICS – I & II</p>	<p>To make the students familiar with</p> <ol style="list-style-type: none"> 1. Concepts of mathematics with emphasis on analytical ability & computational skill needed in competitive examinations 2. Percentage 3. Profit and Loss 4. Simple Interest and Compound Interest. 5. Analytical ability & computational skill 6. Time and Distance <ul style="list-style-type: none"> • Area • Volumes and surface area • Stocks and shares 	<ol style="list-style-type: none"> 1. To introduce concepts of mathematics with emphasis on analytical ability & computational skill needed in competitive examinations 2. To have knowledge about Percentage 3. Be familiar with Profit and Loss 4. Understand thoroughly the concept of Simple Interest and Compound Interest. 5. Emphasis on analytical ability & computational skill needed in competitive examinations 6. To introduce concepts of mathematics with emphasis on analytical ability & computational skill needed in competitive examinations 7. To have knowledge in Time and Distance 8. To have thorough knowledge about Area 9. To be familiar with volumes and surface area <ul style="list-style-type: none"> • Be familiar with the stocks and shares •

<p>ALGEBRA AND ANALYTICAL GEOMETRY (3D)</p>	<p>To make the students familiar with</p> <ol style="list-style-type: none"> 1. Matrices in solving a system of linear equations. 2. Eigen Vectors. 3. Plane. 4. Straight lines in three dimensional. 5. Sphere and Circle in three dimensional. 	<ol style="list-style-type: none"> 1. Apply the concept of matrices in solving a system of linear equations. 2. Understand thoroughly the concept of Eigen Vectors. 3. To have knowledge about Plane. 4. To understand about Straight lines in three dimensional. 5. To be familiar about Sphere and Circle in three dimensional.
<p>CALCULUS, DIFFERENTIAL GEOMETRY AND TRIGONOMETRY II</p>	<p>To make the students familiar with</p> <ol style="list-style-type: none"> 1. Beta and Gamma functions 2. Integral calculus 3. Radius of curvature. 4. Envelopes and Asymptotes 5. Sines and Cosines of angles in A.P. and using telescopic method 	<ol style="list-style-type: none"> 1. To have knowledge about expanding Beta and Gamma functions and solve the problems 2. To be familiar with integral calculus in solving problems 3. To have knowledge in Radius of curvature. 4. To be familiar with Envelopes and Asymptotes 5. To understand about Sines and Cosines of angles in A.P. and using telescopic method
<p>DIFFERENTIAL EQUATIONS AND LAPLACE TRANSFORMS</p>	<p>To make the students familiar with</p> <ol style="list-style-type: none"> 1. Higher degree equations 2. Second order differential equations with variable co-efficient of the types. 3. Formation of PDES by eliminating arbitrary constants and arbitrary functions 4. Laplace transform 	<ol style="list-style-type: none"> 1. To solve first order but of higher degree equations 2. To solve second order differential equations with variable co-efficients of the types. 3. To learn about Formation of PDES by eliminating arbitrary constants and arbitrary functions 4. To be through with applications of laplace transform 5. To be through with applications of laplace transform, particularly solving differential equations
<p>MATHEMATICAL STATISTICS</p>	<p>To make the students familiar with</p> <ol style="list-style-type: none"> 1. Probability and baye's theorem. 2. Basic probability concepts and probability distributions 3. Correlation and regression 4. Testing the hypotheses by small and large samples 5. Analysis of variance 	<ol style="list-style-type: none"> 1. To understand the concept of probability and baye's theorem. 2. To be familiar with basic probability concepts and probability distributions 3. To have thorough knowledge about correlation and regression 4. To be exposed in testing the hypotheses by small and large samples 5. To have thorough knowledge about analysis of variance

<p>VECTOR CALCULUS, FOURIER SERIES AND FOURIER TRANSFORMS</p>	<p>To make the students familiar with</p> <ol style="list-style-type: none"> 1. Divergence and curl of a vector 2. Line, surface and volume integrals 3. Periodic functions 4. Even and odd functions 5. Simple properties of Fourier transform 	<ol style="list-style-type: none"> 1. To have a clear understanding of divergence and curl of a vector 2. To be exposed to evaluating line, surface and volume integrals 3. To give the basic understanding of periodic functions 4. To acquire knowledge on expanding of even and odd functions 5. To understand the simple properties of Fourier transform
<p>MECHANICS</p>	<p>To make the students familiar with</p> <ol style="list-style-type: none"> 1. Types of forces. 2. Lami's theorem 3. Motion of a projectile 4. Moment of inertia 	<ol style="list-style-type: none"> 1. To give the basic understanding about types of forces. 2. To educate and motivate the students in the field of science 3. To be exposed with Kinematics 4. To study, in detail, motion of a projectile 5. Be familiar with moment of inertia
<p>ALGEBRAIC STRUCTURES – I &II</p>	<p>To make the students familiar with</p> <ol style="list-style-type: none"> 1. Set theory and group theory 2. Subgroups and quotient groups. 3. Cayley's theorem and permutation groups. 4. Rings and fields 5. Ideal and quotient rings. 6. Ring theory 7. Vector spaces 8. Bases 9. Linear transformations 10. Root and vectors 	<ol style="list-style-type: none"> 1. To understand set theory and group theory 2. To be thorough with subgroups and quotient groups. 3. To learn about cayley's theorem and permutation groups. 4. To study the characteristics of the rings and fields 5. To study the importance of ideal and quotient rings. 6. Be thorough with ring theory 7. Study the characteristics of vector spaces 8. Be exposed to basic concepts of bases 9. Study the characteristics of linear transformations 10. Be familiar with characteristics root and vectors

<p>REAL ANALYSIS – I & II</p>	<ol style="list-style-type: none"> 1. To make the students familiar with 2. Understand thoroughly the set theory, relations and functions 3. To be thorough with the sequence of real numbers 4. Understand thoroughly the convergence and divergence of the sequences and series 5. Series of real numbers 6. Limits and metric spaces 7. Functions on metric spaces 8. Connectedness, completeness and compactness 9. Riemann integral 10. Roll's theorem and fundamental theorem 	<ol style="list-style-type: none"> 1. Understand thoroughly the set theory, relations and functions 2. To be thorough with the sequence of real numbers 3. Understand thoroughly the convergence and divergence of the sequences and series 4. To be familiar with series of real numbers 5. Get exposed to the limits and metric spaces 6. To learn about continuous functions on metric spaces 7. To have a knowledge connectedness, completeness and compactness 8. Get exposed to connectedness, completeness and compactness 9. To understand thoroughly Riemann integral 10. Get exposed Roll's theorem and fundamental theorem
<p>COMPLEX ANALYSIS – I & II</p>	<p>To make the students familiar with</p> <ol style="list-style-type: none"> 1. Derivatives of analytic functions 2. Cauchy Riemann equations 3. Harmonic functions and its properties 4. Linear fractional transformations 5. Basic transformations 6. Simply and multiply connected domain 7. Derivatives of analytic functions 8. Different types of series 9. Numbers of zeros and poles 10. Evaluation of integrals of different types 	<ol style="list-style-type: none"> 1. Have sound knowledge in the derivatives of 2. analytic functions 3. Be thorough with the Cauchy Riemann equations 4. Get exposed to the harmonic functions and its properties 5. To know the basic idea about linear fractional transformations 6. Be familiar in basic transformations 7. To have knowledge about simply and multiply connected domain 8. Be familiar about derivatives of analytic functions 9. To understand about the different types of series 10. To study numbers of zeros and poles 11. Be thorough with the evaluation of integrals of different types

<p style="text-align: center;">DISCRETE MATHEMATICS</p>	<p style="text-align: center;">To make the students familiar with</p> <ol style="list-style-type: none"> 1. Set theory 2. Linear Diophantine Equation 3. Boolean algebra and its applications 4. Switching theory 5. Recurrence relations and Generating functions 	<ol style="list-style-type: none"> 1. To understand Set theory and to read, understand and construct mathematical arguments 2. To apply Linear Diophantine Equation in two variables 3. To understand Boolean algebra and its applications 4. To understand the applications to switching theory 5. To be familiar with Recurrence relations and Generating functions
<p style="text-align: center;">OPERATIONS RESEARCH – I & II</p>	<p style="text-align: center;">To make the students familiar with</p> <ol style="list-style-type: none"> 1. Formulation of different types of problems 2. LPP using different techniques 3. Transportation problems 4. Assignment problems 5. Sequencing problems 6. PERT –CPM calculations. 7. Queuing theory & Models 8. Inventory models 9. Game theory 	<ul style="list-style-type: none"> • Be familiar with the formulation of different types of problems <ol style="list-style-type: none"> 1. To solve LPP using different techniques 2. To understand thoroughly the application of Transportation problems 3. To understand thoroughly the application of assignment problems 4. To study sequencing problems 5. To study PERT –CPM calculations. 6. To be exposed to Queuing theory 7. To be exposed to Queuing Models 8. To be familiar to Inventory models 9. To be familiar with game theory
<p style="text-align: center;">GRAPH THEORY</p>	<p style="text-align: center;">To make the students familiar with</p> <ol style="list-style-type: none"> 1. Beautiful and elegant theory of graphs 2. Degree sequences 3. Walks, Trials and Paths 4. Eulerian and Hamiltonian Graphs 5. Problem solving, critical thinking and algorithm techniques 	<ol style="list-style-type: none"> 1. To introduce the students to the beautiful and elegant theory of graphs 2. Be exposed with degree sequences 3. To study and develop the concepts of Walks, Trials and Paths 4. Be exposed to Eulerian and Hamiltonian Graphs 5. To equip the students with problem solving, critical thinking and algorithm techniques that may be used to solve a host of very practical real-world problems

B.Sc. -COMPUTER SCIENCE

PROGRAM SPECIFIC OUTCOME:

PSO1. Learning the applications of various software elements which help to identify various analysis and design methodologies.

PSO2. Demonstrate by developing computer programs in the area related to algorithm, web designing, facilitating efficient design for complex problems.

PSO3. Enables the students to be familiar with the modern- day issues, latest trends in computing and technology and create ideas and solutions to existing problems.

SUBJECT	COURSE OBJECTIVES	COURSE OUTCOMES
<p style="text-align: center;">TAMIL- I LITERATURE AND LANGUAGE SKILLS</p>	<ol style="list-style-type: none"> 1. To Know The Importance Of Tamil Language 2. Patriotism Is The Essential In Every Man’s Life. 3. To Teach The Human Values And Ethics. 4. To Make The Importance Of Unity In Diversity. 5. Highlighting The Bravery Of Freedom Fighters 	<ol style="list-style-type: none"> 1. Learned The Speciality Of Tamil Language. 2. Gained The Knowledge And The Speciality Of Our Country. 3. To Highlight The Importance Of Unity. 4. To Remove The Enemity And To Cultivate Friendship. 5. To Know About The National Integration.
<p style="text-align: center;">ENGLISH – I</p>	<ol style="list-style-type: none"> 1. Students learn to develop our nation by freedom, development and to stand up to the world. 2. Youngsters to lookout smart species and make senses right. 3. To know the importance of environment to the present generation. 4. To have leisure and satisfaction in all the natural things. 5. To create an inward awareness and outward compassion. 	<ol style="list-style-type: none"> 1. It creates awareness amongst the Indian to contribute towards making our country a great one. 2. Helped the younger generation to prevent suicide. 3. Students practiced to plant and save trees. 4. Throws light on woman’s daily chores, sufferings and gave peace. 5. Took a pledge they should make use of their skill for the betterment of humanity
<p style="text-align: center;">PROGRAMMING IN C</p>	<ol style="list-style-type: none"> 1. To introduce fundamentals of C- Programming and basic input and output concepts. 2. To learn the flow of control and its operations. 3. To give a brief insight on defining functions and various storage classes. 4. For efficient usage of database management 	<ol style="list-style-type: none"> 1. Structure of C programming, data types definition and declaration , operators in C and input and output functions are covered. 2. Branching statements, looping statements, nested control structures are covered. 3. Different type of functions and procedures and different type of storage classes are covered. 4. Defining and declaring arrays , passing values to array,

	<p>systems using arrays.</p> <p>5. To deal with storage management using pointers.</p>	<p>single dimensional and multi dimensional array concepts are taught.</p> <p>5. To learn about opening and closing a file, writing data to file, declaring and usage of pointer operations are being covered.</p>
C-LAB	<ol style="list-style-type: none"> 1. The purpose of this course is to introduce to students to the field of programming using C language. 2. The students will be able to enhance their analyzing and problem solving skills and use the same for writing programs in C. Summation of Series: 3. String Manipulation: 4. Recursion: 5. Matrix Manipulation: 6. Sorting and Searching: 7. Files and Pointers 	<ol style="list-style-type: none"> 1. After Completion of the course student should able to know concepts in problem solving · 2. To do programming in C language · 3. To write diversified solutions using C language This lab develop logical and analytical skill of students in programming. 4. This helps to understand different type of functions and String manipulation 5. Sorting and Searching Program is used to arrange and find element in an array 6. To learn about opening and closing a file, writing data to file, declaring and usage of pointer operations are being covered 7. Importance of pointers in building Stacks and queues
OFFICE AUTOMATION	<p>This course provide complete knowledge about</p> <ol style="list-style-type: none"> 1. DOS commands. 2. Office 2007. 3. Spreadsheets. 4. Presentations. <p>Database concepts.</p>	<p>Students acquire knowledge about</p> <ol style="list-style-type: none"> 1. Basic DOS commands. 2. Use of the internal and external DOS command. 3. Managing file in office 2007. 4. How to use drawing and graphics tools. 5. Benefits of spreadsheets. 6. Calculating numbers with formulas and examples. 7. Use of power point presentation. 8. Creation of new slides. 9. Concept of databases. 10. Creation of databases and table.

<p>SOFTSKILL-I</p>	<ol style="list-style-type: none"> 1. To ensure that students imbibe natural flair for English language 2. To communicate without mistake. 3. To improve the four basic skills, listening, speaking, reading and writing. 4. To enrich their vocabulary. 5. To improve the fluency of students. 	<ol style="list-style-type: none"> 1. Individuals preparing for a job and students preparing for college or graduate entrance exams will benefit from a time tested review of basic skills. 2. Students developed their ability to think and to organize and communicated their ideas. 3. Students utilized reading and research for critical thinking. 4. Students developed college level vocabulary skills to enhance writing. 5. Improved spoken English language and organized basic grammar.
<p>TAMIL- II LITERATURE AND JOURNALISM</p>	<ol style="list-style-type: none"> 1. It Belongs To Saiva Samayam And Praises Namasivaya Manthiram. 2. Poem Which Praises Lord Shiva . 3. It Belongs To Vainava Samayam, Where Andal Describes Her Dream To Her Friend About Getting Married With Lord Perumal . 4. A Literature Portraying Lord Shiva As Everything And Every Being. 5. This Poem Narrates Philosophical Ideologies Of Life. 	<ol style="list-style-type: none"> 1. Comprehended The Meaning Of Namasivaya Manthiram.. 2. Acquired Knowledge About The Greatness Of Lord Shiva . 3. Understand The Chronicle Of Lord Perumal And Describes The Ultimate Goal Of Life Is To Seek Surrender And Refuge At The Lord's Feet. 4. Acquired Knowledge About The Principle Of Saiva Sidantham. 5. Integrated The Philosophical Idea Of Life.
<p>ENGLISH – II</p>	<ol style="list-style-type: none"> 1. To define the qualities of a Goodman. 2. To show the difference between western and ancient culture. 3. To glorify the virtue of forgiveness. 4. To exhort the quality of leadership. 5. To know the three stages of the technologies innovations. 	<ol style="list-style-type: none"> 1. Students gained good qualities how to treat victory and disaster. 2. Learnt what is good and bad in western and ancient cultures. 3. Achieved to forgive their fellowmen. 4. Understand to become a good leader. 5. Students learnt the fast stages of technology.

<p>DATA STRUCTURES USING C++</p>	<p>Student will be able to gain appropriate knowledge of</p> <ol style="list-style-type: none"> 1. Object Oriented Programming 2. Functions 3. Pointers 4. Passing Object to Functions 5. Arrays of objects 6. over loading 7. Constructors, destructors 8. I/O basics 	<p>To learn the concept of</p> <ol style="list-style-type: none"> 1. Console input and output 2. Commands of C++ 3. Arrays of objects 4. Usage of pointers and sample program 5. Constructor overloading function 6. Creating and usage of copy constructor and sample program 7. Base class access control 8. Inheritance and types of inheritance 9. Create own manipulators 10. File input and output basics
<p>DATA STRUCTURES USING C++ LAB</p>	<ol style="list-style-type: none"> 1. To develop skills to design and analyze simple linear and non linear data structures. 2. To Strengthen the ability to identify and apply the suitable data structure for the given real world problem. 3. • To Gain knowledge in practical applications of data structures. 	<ol style="list-style-type: none"> 1. Students will be able to apply the computer programming techniques to solve practical problems. 2. Students will be able to understand the concepts and implementation of constructors and destructors. 3. Students will be able to develop software applications using object oriented programming language in C++
<p>OFFICE AUTOMATION LAB</p>	<p>This Lab provide complete knowledge about</p> <ol style="list-style-type: none"> 1. DOS commands. 2. Office 2007. 3. Spreadsheets. 4. Presentations. 5. Database concepts. 	<p>Students acquire knowledge about</p> <ol style="list-style-type: none"> 1. Basic DOS commands. 2. Use of the internal and external DOS command. 3. Managing file in office 2007. 4. How to use drawing and graphics tools. 5. Benefits of spreadsheets. 6. Calculating numbers with formulas and examples. 7. Use of power point presentation. 8. Creation of new slides. 9. Concept of databases. 10. Creation of databases and table.

<p>SOFT SKILLS-II</p>	<ol style="list-style-type: none"> 1. Students to speak correct English. 2. To chisel the presentation skills. 3. To improve their body language. 4. To boost the confidence of the students. 5. Giving them chance to present on various topics. 	<ol style="list-style-type: none"> 1. Developed abilities promises a double pay off in the business world. 2. Gained appropriate behaviors and effective communication. 3. Improved in their dress code. 4. Confidently faced interviews. 5. Learnt good English and prospered in professional and personal lives.
<p>TAMIL- III LITERATURE AND TRANSLATION</p>	<ol style="list-style-type: none"> 1. To Know How To Ask Questions And Thanks Giving. 2. To Know About Moral Thoughts. 3. To Teach About Human Values And Ethics. 4. To Highlight The Importance Of Good Manners. 5. Highlighting Thegood Deeds. 	<ol style="list-style-type: none"> 5. We Should Not Forget Who Stood By Outside During Hardtime. 6. To Do Good Things We Should Be With Good People. 7. Realised Education Is Important In Life. 8. Acquired Knowledge About Good Deeds.
<p>ENGLISH – III</p>	<ol style="list-style-type: none"> 6. To read the play and to use the critical thinking skills. 7. To regain his confidence and strength in Lady Macbeth. 8. Reveals the psychology of the woman towards her life partner. 9. To cherish a belief in god without accepting all religious dogmas. 10. To promote amity, peace and understanding. 	<ol style="list-style-type: none"> 6. Developed in reading skills, learnt to respond to the text. 7. Gained to achieve the goal. Unwomanly nature puts his manliness to shame. 8. Revealed the apprehensions of wives about their husbands in presence of strange pretty girls. 9. Believed that god will see to it that the guilty will be eventually punished. 10. Accepted the trials and tribulations by the wisdom of the old and the energy of the young should go together.
<p>DIGITAL & COMPUTER ARCHITECTURE</p>	<ol style="list-style-type: none"> 1. The objectives of the course can be grouped into two categories. The first one relates to <i>understanding</i> the basics of Boolean algebra and the <i>operation</i> of logic components, combinational, and sequential circuits. The second set of objectives relates 	<p>student will be able to</p> <ol style="list-style-type: none"> 1. Describe how analog signals are used to represent digital values in different logic families, including characterization of the noise margins. 2. Create the appropriate truth table from a description of a combinational logic function.

	<p>to the <i>design</i> of digital circuits and systems</p> <ol style="list-style-type: none"> 2. This course aims to give an understanding of the mechanisms for implementing the program's idealised computer 3. It builds on the introduction to hardware and to simple processors in the Digital Systems course. 4. The Computer Architecture course aims to describe a broad range of architectural designs and to contrast them, highlighting the design decisions they incorporate. 5. The designs are described and analysed at the register-transfer level of abstraction. 6. The course has an emphasis on understanding concurrency and power implications of design choices. 	<ol style="list-style-type: none"> 3. Create a gate-level implementation of a combinational logic function described by a truth table using and/or/inv gates, muxes or ROMs, and analyze its timing behavior. 4. Create a state transition diagram from a description of a sequential logic function and then convert the diagram into an implementation of a finite-state machine with the appropriate combinational and sequential components. 5. The student should understand the major architectural styles and appreciate the compromises that they encapsulate. 6. They should be able to read outline descriptions of real processors and understand in which way their designs fit into the frameworks described in the course. 7. They should also be able to understand the impact of design choices in programming in the context of a specific architecture.
PROGRAMMING IN JAVA	<p>To make the students familiar with</p> <ol style="list-style-type: none"> 1. Java Tokens and statements 2. Operators, Expressions, Decision making and Branching 3. Arrays, Strings, Vectors, Multiple Inheritance 4. Multithreaded Programming, Managing errors and Exceptions 5. Applet Programming 	<ol style="list-style-type: none"> 1. Able to find and understand Java Tokens, Java statements, Constants, Variables, Data types 2. Able to find and understand Operators, Expressions, Decision making and Branching 3. Able to find and understand Classes, Objects, Methods, Arrays, Strings, Vectors, Multiple Inheritance 4. Able to find and understand Multithreaded Programming, Managing errors and Exceptions 5. Able to find and understand Applet Programming
PROGRAMMING IN JAVA LAB	<ol style="list-style-type: none"> 1. Gain knowledge about basic Java language syntax and semantics to write Java programs and use concepts such as variables, conditional and iterative execution methods 	<p>On successful completion of this course the student should be able to:</p> <ol style="list-style-type: none"> 1. Create Java programs that solve simple business problems.

	<p>etc.</p> <ol style="list-style-type: none"> Understand the fundamentals of object-oriented programming in Java, including defining classes, objects, invoking methods etc and exception handling mechanisms. Understand the principles of inheritance, packages and interfaces. 	<ol style="list-style-type: none"> Validate user input. Construct a Java class based on a UML class diagram. Perform a test plan to validate a Java program. Document a Java program.
<p>SOFTSKILLS-III</p> <p>PERSONALITY ENRICHMENT</p>	<ol style="list-style-type: none"> To develop skills and techniques necessary for public speaking and personality development. The course aims at building self confidence and enhance the self esteem and improve the overall personality of the students. Power of positive thinking is inculcated in the students. 	<ol style="list-style-type: none"> The students learn the importance of improving their personality and learn about the components and need for personality development. Motivation as an attribute is learnt and inculcated in the students. An overview of the current social and economic scenario is imparted to the students. Rational decision making and nurturing creativity are the outcomes expected. Students understand the importance of Positive thinking and traits of positive thinkers and how to follow a positive life style.
<p>TAMIL- IV</p> <p>LITERATURE AND MASS COMMUNICATION</p>	<ol style="list-style-type: none"> To know about life style of ancient tamil people To know about life culture of ancients tamil people To know about life culture of ancients tamil people To know about dynasty of ancient tamil kings To know about pride of lord thirumal 	<ol style="list-style-type: none"> To know about sangam literature and life style of sangam people To know about creativity and language skills of sangam age poets. To know about trust and believes of sangam age people To know about valiancy, victory, charity of ancient tamil kings To know about religious information of ancient tamil people
<p>ENGLISH – IV</p>	<ol style="list-style-type: none"> To do good and to follow the principles. Not to hurt others by words or actions. To control Adam teasing and eve teasing. 	<ol style="list-style-type: none"> Done it consciously followed the principles and the different scriptures shown the means of attaining virtue. Learnt to follow proper dress code and listened advices.

	<ol style="list-style-type: none"> 8. Comprehension gives you practice in reading and understanding. 9. To express their social behavior in the form of greeting, request, apology. 10. To check the writing skills. 	<ol style="list-style-type: none"> 8. Students practiced reading skills in the class room. Created interest in reading. 9. Made to behave and followed the social expressions. They started using the form of greetings in their daily conversation. 10. Wrote the free composition.
<p>DATABASE MANAGEMENT SYSTEMS</p>	<p>It aims to train the student to the concepts Of</p> <ol style="list-style-type: none"> 1. DBMS 2. Query Basics 3. Forms and reports 4. Transaction 5. Backup and Recovery system 	<ol style="list-style-type: none"> 1. Understand basic concept and application. 2. Utilize the knowledge of basic database system. 3. Differentiate the uses of file system and database system. 4. Identify how the data is presented in relation model and create using SQL. 5. Understand file and page organization technique. 6. Utilize the knowledge of basic SQL and construct queries. 7. Identify different recovery technique 8. Understand how data can be organized on a file. 9. Understand how the file or data can be stored in secured manner. 10. Know the security techniques
<p>VISUAL PROGRAMMING</p>	<p>The course aims to provide exposure to</p> <ol style="list-style-type: none"> 1. Customizing a form 2. Loop 3. Arrays 4. VB Objects 5. Monitoring Mouse Activity 	<p>After completion of the course students should be able to</p> <ol style="list-style-type: none"> 1. Design, create, build, and debug Visual Basic applications 2. Implement syntax rules in Visual Basic programs. 3. Write and apply loop structures to perform repetitive tasks. 4. Write and apply procedures, sub-procedures, and functions to create manageable code. 5. Create one and two-dimensional arrays for sorting, calculating, and displaying of data. 6. Multiple Forms used to create Projects.

		<ol style="list-style-type: none"> 7. Write Visual Basic programs using objects, Common Controls, MDI forms 8. Locating and Correcting Errors. 9. Graphics used to create animation. 10. Mouse Monitoring used to keep track of mouse.
VB&RDBMS LAB	<ol style="list-style-type: none"> 1. The Main objective is to introduce IDE, various controls and its set of properties, characteristics and uses of standard data types. 2. The main aim is to develop the knowledge on flow of control in the programr to help develop simple effective programs. 3. To introduce to the graphical user interface that presents a set of options to the learner to choose from. 4. Building Simple Applications, Working with Intrinsic Controls and ActiveX Controls, Application with multiple forms, Menus, Common Dialogs , Drag and Drop Events. 5. The Primary goal is to educate an environment that is efficient and convenient to handle information or data effectively. 6. The objective is to facilitate the programr in handling voluminous data and learn the distinct concepts of database. 	<ol style="list-style-type: none"> 1. Students are introduced to visual basic programming language, integrated development environment, properties of basic controls. 2. Students learn how to display information using dialog boxes, various loop structures and about functions and procedures 3. Creation of single dimensional, multi dimensional and control array. Also, list boxes, combo boxes, menus and MDIs are being covered. 4. Students are introduced to Database management system concepts , its advantages and components. Data types and normal forms are being covered. 5. Basic SQL queries, Group By commands, designing of forms and reports using visual basics are covered.
ENVORNMENTAL STUDIES	<ol style="list-style-type: none"> 4. To learn about the principles and practices of natural resource management, sustainability, global warming, environment management and their policies. 5. Apply systems concepts and methodologies to analyze and interactions between social and environmental process. 6. Understand the transactional character of environmental problems and ways of 	<ol style="list-style-type: none"> 1. To analyze the importance and influence of environment on the economy including the quality of manpower. 2. To define the nature and classification of resource and energy within the context in India. 3. To Understand the causes and victims of environmental

	addressing them, including interactions across local to global scales.	degradation in India. 4. To gain knowledge on environment awareness program. 5. To illustrate about the International environment assessment program.
SEMESTER-V WEB TECHNOLOGY	This course will aim to provide knowledge about the scripting languages. Such as 1. Data types and dynamic variable types and properties. 2. Extensive use of automatic type conversion. 3. Event-driven programs that use HTML intrinsic event attributes. 4. DOM event listeners, and DOM-generated events, Use the DOM to modify a document's attributes. 5. Style properties.	To attain core knowledge of Web Pages/ Websites. 1. Basic Web Design Tools and techniques.. Interactive/dynamic web pages. 2. Develop dynamic websites using <i>JavaScript</i> techniques, along with HTML and CSS. 3. Window/browser of a particular web page. 4. Cookies 5. HTML server controls 6. Web Server Controls 7. ASP.net programming and Tools. 8. Database connectivity and Technologies.
DATA COMMUNICATION & NETWORK	The course aims to provide exposure to 1. Network protocol 2. connector 3. OSI layer 4. Classification of network.	Its provide knowledge about 1. To know basic of Network 2. Understand the layers and its function 3. To know different component of networks 4. Describe communication protocols and data transmission modes 5. Understand how the network connectivity are work.

	<p>5. Transmission media</p>	<p>6. Understand all connectors functions 7. Understand what is Internet and E-mail and its function 8. Well known about uses of all layers 9. To know the work of network administrators 10. Well known the function of connectivity.</p>
<p>OPERATING SYSTEMS</p>	<p>1. Basic components of operating system. 2. Basic principles used in the design of modern operating systems. 3. General architecture of computers. 4. Understand and analyze theory. 5. Implementation of: processes, resource control (concurrency etc.), physical and virtual memory, scheduling, I/O.</p>	<p>1. Types of operating systems. 2. CPU scheduling. 3. Pre-emptive and non-pre-emptive scheduling. 4. Process communication. 5. Deadlock prevention, avoidance and the difference between each. 6. Memory hierarchy. 7. Methods of memory access and three algorithms for dynamic memory allocation. 8. Paging and page replacement algorithms. 9. Disk allocation and associated algorithms. 10. I/O systems performances.</p>
<p>PROGRAMMING IN ASP.NET</p>	<p>This course provide knowledge about</p> <p>1. Genesis of .Net 2. Creating and deploying ASP .NET applications 3. ASP .NET configuration 4. Introduction to web services 5. Basics of ADO .NET</p>	<p>This subject give exposure to student understand the areas of</p> <p>1. Introduction to ASP. Net programming and unique components of ASP.Net Application. 2. Introduce the students to the basics of distributed application development. 3. It helps to design basic page of .Net application 4. To work with controls 5. Helps to learn how to handle or secure ASP.net applications 6. To Implement the final output of particular application 7. We can learn the basics of Web services and its process</p>

		<ol style="list-style-type: none"> 8. Covering both business-to-business (B2B) and business-to-consumer (B2C) scenarios 9. It gives the idea about how to create and use database with ASP.Net. 10. Applications with new technology.
OS-LAB	<ol style="list-style-type: none"> 1. To familiarize the students with the Operating System. 2. To demonstrate the process, memory, file and directory management issues under the UNIX/ LINUX operating system 3. To introduce UNIX basic commands 4. To make students how to make simple programs in SHELL SCRIPT and administrative task of UNIX 	<ol style="list-style-type: none"> 1. Written technical communication and effective use of concepts and terminology. 2. Facility with Unix command syntax and semantics. 3. Ability to read and understand specifications, scripts and programs. 4. Individual capability in problem solving using the tools presented within the class. 5. Scripts and programs will demonstrate simple effective user interfaces. 6. Scripts and programs will demonstrate effective use of structured programming.
WEB APPLICATION LAB	<p>Student will Understand the concepts of</p> <ol style="list-style-type: none"> 1. Internet Basic 2. Introduction to HTML 3. Introduction to JavaScript 4. Events Handling 5. ASP.NET Language Structure – Page Structure 	<p>This subject provide exposure to</p> <ol style="list-style-type: none"> 1. Basic concepts of Web Pages 2. We can learn Basic Web Design Tools and techniques 3. It is used to learn how to design interactive/dynamic web pages. 4. Develop dynamic websites using <i>JavaScript</i> techniques. 5. Gives programming knowledge's in HTML and CSS. 6. It helps to interact with window/ browser of a particular web page. 6. Events Handling. 7. We can learn basic ideas of ASP.net programming and Tools. 8. It helps to learn Basic concepts of Database connectivity

VALUE EDUCATION	<ol style="list-style-type: none"> 1. To impart value system in the students minds. 2. To inculcate the qualities of self esteem and confidence which will attribute to their success 	<ol style="list-style-type: none"> 1. Students learn the importance of values which acts as guiding factor in day to day life. 2. Personal values like affection, compassion, gratitude, courage, optimism are taught to the students to improve their mind and personality. 3. Family values and importance of family bonding are understood by the students. 4. Students understand the difference between self esteem and ego and the harmful effects of Anger.
SEMESTER-VI SOFTWARE ENGINEERING	<p>The course is designed to provide complete knowledge about</p> <ol style="list-style-type: none"> 1. Project Management Concepts 2. Software Project Planning 3. Software Configuration Management 4. Design Concepts and Principles 5. Component Level Design 	<p>This subject provides exposure to student acquire the fundamental knowledge in</p> <ol style="list-style-type: none"> 1. provide the ability to select and apply the knowledge 2. To broadly defined engineering technology activities. 3. To provide knowledge about SPP 4. Risk management and Project Scheduling. 5. It help the student to exposure in fundamentals Design Concepts. 6. To provide knowledge about Coding Style. 7. We can learn Standards and Guidelines to create software. 8. It help the student to exposure in area of quality assurance. 9. It helps to Testing and Debugging. 10. System Testing.
XML&WEB SERVICES	<p>The course is designed to provide complete knowledge about</p> <ol style="list-style-type: none"> 1. Role Of XML 2. Structuring With Schemas and DTD 	<ol style="list-style-type: none"> 1. to understand and write well-formed XML documents 2. able to write the schema for the given XML documents 3. DTD and XML Schema languages 4. benefits of XML with SOAP 5. SOAP Specification 6. HTTP as a SOAP

	<ol style="list-style-type: none"> 3. XML Infrastructure 4. Overview Of SOAP 5. Web Services 6. Security Framework. 	<ol style="list-style-type: none"> 7. Understand Web Services and its Infrastructure 8. Building a Web Service 9. Microsoft SOAP Toolkit 10. Explores Web services security.
DATA WAREHOUSING AND DATA MINING.	<ol style="list-style-type: none"> 1. This course provides knowledge about 2. Data Mining Tasks 3. Data Preprocessing 4. Data Mining Techniques 5. Classification techniques Decision 6. Tree classification 7. Bayesian Classification – Classification by Back Propagation. 8. Prediction Clustering Techniques 	<ol style="list-style-type: none"> 1. To introduce Scholars to the basic concepts and techniques of Data Mining methodology of engineering 2. Legacy databases for data warehouse and data mining to derive business rules for decision support systems. 3. Discover and measure interesting patterns from different kinds of Data. 4. Pre processing the Data, Data Cleaning, Data Integration, Data Transformation, Data Reduction and Data Discretization. 5. To develop skills of using recent data mining software for solving practical problems 6. Some Data Mining Techniques. 7. Develop and apply critical thinking, problem-solving, and decision-making skills. 8. Apply the techniques of clustering, Techniques, Hierarchical Methods, Density based Methods 9. Outlier Analysis, Spatial Mining, Multimedia Mining 10. Text Mining and Web Mining.
SOFTWARE QUALITY MANAGEMENT	<p>This subject give exposure to student understand the areas of</p> <ol style="list-style-type: none"> 1. Hierarchical Models 2. Tools for quality 3. Testing for reliability 4. Software reliability and availability 5. Technical metrics for software 	<p>Understand the meaning of quality and of specific software quality attributes included in a software quality model.</p> <ol style="list-style-type: none"> 1. Is able to evaluate the degree to which a system satisfies relevant quality attributes starting from collected quality metrics, and to identify significant. 2. Knows and understands the range of possible verification and validation techniques to be applied in a software development Project. 3. Knows and understands advantages and drawbacks from the point of view of quality control. 4. Understands the impact on quality of a proper software

		<p>configuration management.</p> <ol style="list-style-type: none"> 5. Is able to identify properly the software configuration items to be maintained under control in a software development project. 6. Is able to manage change requests on a software product during the development and maintenance phases, and identify their impact on the product configuration. 7. Knows the different audits to be performed along the software development process and their impact on software configuration status. 8. Knows and is able to interpret the meaning of significant product and process quality metrics and quantitatively compare quality prevention and correction activities. 9. Understands the quality assurance function and its role in a project.
MINI PROJECT	<p>The objective of this mini project is to let the students apply the programming knowledge into a real- world situation/problem and exposed the students how programming skills helps in developing a good engineer</p> <p>The objective of this mini project is to let the students apply the programming knowledge into a real- world situation/problem and exposed the students how programming skills helps in developing a good enginee</p>	<p>After successful completion of this course student will be able to:</p> <ul style="list-style-type: none"> • acquire practical knowledge within the chosen area of technology for project development • identify, analyze, formulate and handle programming projects with a comprehensive and systematic approach • contribute as an individual or in a team in development of technical projects • develop effective communication skills for presentation of project related activities
XML-LAB	<ol style="list-style-type: none"> 1. Be able to understand and write well-formed XML documents 	<p>XML and Web Services are the core technologies of modern</p>

	<ol style="list-style-type: none"> 2. Be able to write the schema for the given XML documents in both DTD and XML Schema languages 3. Be able to format XML data to the desired format 4. Be able to parse XML documents by using DOM, SAX, and StAX 5. Be able to create, deploy, and call Web services using Java, PHP, C# .NET 	<p>software development, the knowledge about this technology certainly will prepare students well in working in software industry.</p> <p>This course teaches you about XML and the important technologies related to XML.</p> <p>These technologies include DTD and XML Schema for defining the schema of XML documents; XPath, XSL, and XSLT for formatting data in XML. In addition, it will teach you about three alternative XML parser APIs which include DOM, SAX, and StAX for parsing XML documents. It also teaches you how to build, deploy, and call Web Services using Java, PHP, and C# .NET</p>
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B.C.A

PROGRAM SPECIFIC OUTCOME:

PSO1. Understanding the concepts of key areas of computer science. Acquiring necessary technical, scientific, as well as basic management, financial procedures to analyze and solve real world problems within their work domain

PSO2. Apply the technical and soft skills to excel business and communicate effectively in both verbal and non verbal forms.

PSO3. Enables and equips the students to face the modern day Challenges in industry also enable them towards equip as per the industrial expectation

SUBJECT	COURSE OBJECTIVES	COURSE OUTCOMES
Tamil- I	<ol style="list-style-type: none"> 1. To Know The Importance Of Tamil Language 2. Patriotism Is The Essential In Every Man’s Life. 3. To Teach The Human Values And Ethics. 4. To Make The Importance Of Unity In Diversity. 5. Highlighting The Bravery Of Freedom Fighters. 	<ol style="list-style-type: none"> 1. Learned The Speciality Of Tamil Language. 2. Gained The Knowledge And The Speciality Of Our Country. 3. To Highlight The Importance Of Unity. 4. To Remove The Enmity And To Cultivate Friendship. 5. To Know About The National Integration.
English – I	<ol style="list-style-type: none"> 1. Students Learn To Develop Our Nation By Freedom, Development And To Stand Up To The World. 2. Youngsters To Lookout Smart Species And Make Senses Right. 3. To Know The Importance Of Environment To The Present Generation. 4. To Have Leisure And Satisfaction In All The Natural Things. 5. To Create An Inward Awareness And Outward Compassion. 	<ol style="list-style-type: none"> 1. It Creates Awareness Amongst The Indian To Contribute Towards Making Our Country A Great One. 2. Helped The Younger Generation To Prevent Suicide. 3. Students Practiced To Plant And Save Trees. 4. Throws Light On Woman’s Daily Chores, Sufferings And Gave Peace. 5. Took A Pledge They Should Make Use Of Their Skill For The Betterment Of Humanity
Computing Fundamentals And C Programming	<ol style="list-style-type: none"> 1. To Introduce Fundamentals Of C-Programming And Basic Input And Output Concepts. 2. To Learn The Flow Of Control And Its Operations. 3. To Give A Brief Insight On Defining Functions And Various Storage Classes. 4. For Efficient Usage Of Database Management Systems Using Arrays. 5. To Deal With Storage Management Using Pointers. 	<ol style="list-style-type: none"> 1. Structure Of C Programming, Data Types Definition And Declaration , Operators In C And Input And Output Functions Are Covered. 2. Branching Statements, Looping Statements, Nested Control Structures Are Covered. 3. Different Type Of Functions And Procedures And Different Type Of Storage Classes Are Covered. 4. Defining And Declaring Arrays , Passing Values To Array, Single Dimensional And Multi Dimensional Array Concepts Are Taught. 5. To Learn About Opening And Closing A File, Writing Data To File, Declaring And Usage Of

		<p>Pointer Operations Are Being Covered.</p> <ol style="list-style-type: none"> 1. Structure Of C Programming, Data Types Definition And Declaration , Operators In C And Input And Output Functions Are Covered. 2. Branching Statements, Looping Statements, Nested Control Structures Are Covered. 3. Different Type Of Functions And Procedures And Different Type Of Storage Classes Are Covered. 4. Defining And Declaring Arrays , Passing Values To Array, Single Dimensional And Multi Dimensional Array Concepts Are Taught. 5. To Learn About Opening And Closing A File, Writing Data To File, Declaring And Usage Of Pointer Operations Are Being Covered.
<p>Programming In C Lab</p>	<ol style="list-style-type: none"> 1. To Introduce Fundamentals Of C-Programming And Basic Input And Output Concepts. 2. To Learn The Flow Of Control And Its Operations. 3. To Give A Brief Insight On Defining Functions And Various Storage Classes. 4. For Efficient Usage Of Database Management Systems Using Arrays. 5. To Deal With Storage Management Using Pointers. 	
<p>Mathematics – I</p>	<p>To Make The Students Familiar With</p> <ol style="list-style-type: none"> 1. Concepts Of Mathematics With Emphasis On Analytical Ability & Computational Skill Needed In Competitive Examinations 2. Sets 3. Symbolic Logic 4. Matrix And Its Types Of Matrices 5. Linear Algebra 	<ol style="list-style-type: none"> 1. To Introduce Concepts Of Mathematics With Emphasis On Analytical Ability & Computational Skill Needed In Competitive Examinations 2. To Have Knowledge About Sets 3. Be Familiar With Symbolic Logic 4. Understand Thoroughly The Concept Of Matrix And Its Types Of Matrices 5. To Introduce Concepts Of Linear Algebra
<p>Office Automation</p>	<ol style="list-style-type: none"> 1. To Study About The Anatomy Of Computers. 2. To Introduce Text Manipulation And Formatting Of Text Documents. 3. To Inculcate The Convenient Usage Of Advanced Mathematical Formulas And Operations. 4. To Make Structured And Attractive Presentations That Stands As A Basic Aid For Communication. 5. To Educate About The Basic Concepts Of Internet Usage And Organizing Of Data. 	<ol style="list-style-type: none"> 1. Overview Of Desktop Computers And Other Components Of Desktop Computers Are Covered. 2. Graphical Text Formatting, Manipulating, Creation Of Documents, Mail Merge Concepts Are Covered. 3. Working On Spreadsheets And Mathematical Functions, Charts Are Covered. 4. Method Of Creating Presentations, Slide Shows And Organizing Charts Are Covered.

<p>Essentials of Language And Communication</p>	<ol style="list-style-type: none"> 1. To Ensure That Students Imbibe Natural Flair For English Language 2. To Communicate Without Mistake. 3. To Improve The Four Basic Skills, Listening, Speaking, Reading And Writing. 4. To Enrich Their Vocabulary. 5. To Improve The Fluency Of Students 	<ol style="list-style-type: none"> 1. Individuals Preparing For A Job And Students Preparing For College Or Graduate Entrance Exams Will Benefit From A Time Tested Review Of Basic Skills. 2. Students Developed Their Ability To Think And To Organize And Communicated Their Ideas. 3. Students Utilized Reading And Research For Critical Thinking. 4. Students Developed College Level Vocabulary Skills To Enhance Writing. 5. Improved Spoken English Language And Organized Basic Grammar.
<p>Second semester Tamil- II</p>	<ol style="list-style-type: none"> 1. It Belongs To Saiva Samayam And Praises Namasivaya Manthiram. 2. Poem Which Praises Lord Shiva . 3. It Belongs To Vainava Samayam, Where Andal Describes Her Dream To Her Friend About Getting Married With Lord Perumal . 4. A Literature Portraying Lord Shiva As Everything And Every Being. 5. This Poem Narrates Philosophical Ideologies Of Life. 	<ol style="list-style-type: none"> 1. Comprehended The Meaning Of Namasivaya Manthiram.. 2. Acquired Knowledge About The Greatness Of Lord Shiva . 3. Understand The Chronicle Of Lord Perumal And Describes The Ultimate Goal Of Life Is To Seek Surrender And Refuge At The Lord's Feet. 4. Acquired Knowledge About The Principle Of Saiva Sidantham. 5. Integrated The Philosophical Idea Of Life
<p>English – II</p>	<ol style="list-style-type: none"> 1. To Define The Qualities Of A Goodmnan. 2. To Show The Difference Between Western And Ancient Culture. 3. To Glorify The Virtue Of Forgiveness. 4. To Exhort The Quality Of Leadership. 5. To Know The Three Stages Of The Technologies Innovations. 	<ol style="list-style-type: none"> 1. Students Gained Good Qualities How To Treat Victory And Disaster. 2. Learnt What Is Good And Bad In Western And Ancient Cultures. 3. Achieved To Forgive Their Fellowmen. 4. Understand To Become A Good Leader. 5. Students Learnt The Fast Stages Of Technology.
	<p>Student Will Be Able To Gain Appropriate Knowledge Of</p>	<p>To Learn The Concept Of 11. Console Input And Output</p>

<p>Object Oriented Programming With C++</p>	<ol style="list-style-type: none"> 1. Object Oriented Programming 2. Functions 3. Pointers 4. Passing Object To Functions 5. Arrays Of Objects 6. Over Loading 7. Constructors, Destructors <ol style="list-style-type: none"> a. I/O Basics 	<ol style="list-style-type: none"> 1. Commands Of C++ 2. Arrays Of Objects 3. Usage Of Pointers And Sample Program 4. Constructor Overloading Function 5. Creating And Usage Of Copy Constructor And Sample Program 6. Base Class Access Control 7. Inheritance And Types Of Inheritance 8. Create Own Manipulators 9. File Input And Output Basics
<p>Practical - Object Oriented Programming With C++</p>	<p>Student Will Be Able To Gain Appropriate Knowledge Of</p> <ol style="list-style-type: none"> 1. Object Oriented Programming 2. Functions 3. Pointers 4. Passing Object To Functions 5. Arrays Of Objects 6. Over Loading 7. Constructors, Destructors <ol style="list-style-type: none"> a. I/O Basics 	<p>To Learn The Concept Of</p> <ol style="list-style-type: none"> 1. Console Input And Output 2. Commands Of C++ 3. Arrays Of Objects 4. Usage Of Pointers And Sample Program 5. Constructor Overloading Function 6. Creating And Usage Of Copy Constructor And Sample Program 7. Base Class Access Control 8. Inheritance And Types Of Inheritance 9. Create Own Manipulators 10. File Input And Output Basics
<p>Mathematics –II</p>	<p>To Make The Students Familiar With</p> <ol style="list-style-type: none"> 1. Concepts Of Mathematics With Emphasis On Analytical Ability & Computational Skill Needed In Competitive Examinations 2. Trigonometry 3. Theory Of Equations 4. Algebra 5. Integral Calculus 6. Boolean Algebra 	<ul style="list-style-type: none"> • To Introduce Concepts Of Mathematics With Emphasis On Analytical Ability & Computational Skill Needed In Competitive Examinations <ol style="list-style-type: none"> 1. To Have Knowledge About Trigonometry 2. Be Familiar With Theory Of Equations 3. Understand Thoroughly The Concept Of Algebra And Integral Calculus. 4. To Introduce Boolean Algebra.
<p>Office Automation</p>	<ol style="list-style-type: none"> 1. To Study About The Anatomy Of Computers. 2. To Introduce Text Manipulation And 	<ol style="list-style-type: none"> 1. Overview Of Desktop Computers And Other Components Of Desktop Computers Are

<p>Lab</p>	<p>Formatting Of Text Documents. 3. To Inculcate The Convenient Usage Of Advanced Mathematical Formulas And Operations. 4. To Make Structured And Attractive Presentations That Stands As A Basic Aid For Communication. 5. To Educate About The Basic Concepts Of Internet Usage And Organizing Of Data.</p>	<p>Covered. 2. Graphical Text Formatting, Manipulating, Creation Of Documents, Mail Merge Concepts Are Covered. 3. Working On Spreadsheets And Mathematical Functions, Charts Are Covered. 4. Method Of Creating Presentations, Slide Shows And Organizing Charts Are Covered.</p>
<p>Essentials Of Spoken And Presentation Skills Level-II</p>	<p>1. Students To Speak Correct English. 2. To Chisel The Presentation Skills. 3. To Improve Their Body Language. 4. To Boost The Confidence Of The Students And Giving Them Chance To Present On Various Topics.</p>	<p>1. Developed Abilities Promises A Double Pay Off In The Business World. 2. Gained Appropriate Behaviors And Effective Communication. 3. Improved In Their Dress Code. 4. Confidently Faced Interviews. 5. Learnt Good English And Prospered In Professional And Personal Lives.</p>
<p>Third semester Digital Logic Fundamentals</p>	<p>1. Logic Design And The Basic Building Blocks Used In Digital Systems. In Particular Digital Computers. 2. Discussion Of Combinational Logic: Logic Gates, Minimization Techniques, Arithmetic Circuit. 3. Logic Devices Such As Field Programmable Logic Gates. 4. Sequential Circuits: Flip-Flops, Synthesis Of Sequential Circuits, And Case Studies. 6. Counters, Registers, And Random Access Memories.</p>	<p>1. Will Understand The Fundamentals Of Converting From One Number System To Another. 2. Will Be Able To Count, Convert Among, And Do Arithmetic In The Binary, Hexadecimal And Octal Number Systems. 3. Will Be Able To Represent Signed Decimal Numbers In 2's Complement Form, And Vice Versa. 4. Will Be Able To Apply The Laws Of Boolean Algebra To Simplify Circuits And Boolean Algebra Expressions. 5. Will Be Able To Use The Methods Of Systematic Reduction Of Boolean Algebra Expressions Including Karnaugh Maps. 6. Will Understand The Basic Electronics Of Logic Circuits And Be Able To Use Integrated Circuit Packages. 7. Describe The Circuit Like Encoder, Decoder Rom /Pla. 8. Will Be Able To Model, Analyze. 9. Test A Digital Circuit Using A Computer Software Application. 10. Design Of Accumulator.</p>

<p>Multimedia</p>	<p>This Course Providing Knowledge To Students With A</p> <ol style="list-style-type: none"> 1. Basic Understanding Of Multimedia Systems. 2. Future Multimedia Systems. 3. Multimedia Information Representation. 4. Signal Processing Aspects Of Multimedia. 5. Networking, Communications And Multimedia Standards. 	<ol style="list-style-type: none"> 1. Multimedia Systems Training Skills. 2. Opportunities And Motivation. 3. Multimedia-Hardware 4. Multimedia-Software. 5. Concepts Of Midi Image And Video Image. 6. Synchronization Accuracy Specification Factors. 7. Architecture And Content Management. 8. The Applications Of Multimedia. 9. Storage Models. 10. Access Techniques Of Multimedia.
<p>Programming In Java</p>	<ol style="list-style-type: none"> 1. Java Tokens And Statements 2. Operators, Expressions, Decision Making And Branching 3. Arrays, Strings, Vectors, Multiple Inheritance 4. Multithreaded Programming, Managing Errors And Exceptions 5. Applet Programming 	<ol style="list-style-type: none"> 1. Able To Find And Understand Java Tokens, Java Statements, Constants, Variables, Data Types 2. Able To Find And Understand Operators, Expressions, Decision Making And Branching 3. Able To Find And Understand Classes, Objects, Methods, Arrays, Strings, Vectors, Multiple Inheritance 4. Able To Find And Understand Multithreaded Programming, Managing Errors And Exceptions 5. Able To Find And Understand Applet Programming
<p>Financial Accounting</p>	<ol style="list-style-type: none"> 1. To Help The Students Gain Sound Understanding Of Basic Accounting Concepts And Principles Of The Accounting Process. 2. To Familiarize The Students With The Method Of Preparing Final Accounts For Sole Proprietorship Concerns And Non-Trading Organizations. 	<ol style="list-style-type: none"> 1. Students Learn The Basics Of Accounting Concepts And Preparation Of Final Accounts For Sole Proprietorship Concern. 2. To Inculcate The Ability To Rectify The Errors Arising At Different Stages Of The Accounting Process. 3. Enable The Students To Prepare Bank Reconciliation Statements To Identify And Understand The Timing Difference Between Cash Book Accounting And Pass Book. 4. Students Learn The Types Of Depreciation And Method Of Calculating Depreciation And Accounting Treatment For The Same.

		5. Preparation Of Accounts On Single Entry System In Small Organization Along With Difference Between Single And Double Entry System Is Covered.
Multimedia Lab	<p>This Course Providing Knowledge To Students With A</p> <ol style="list-style-type: none"> 1. Basic Understanding Of Multimedia Systems. 2. Future Multimedia Systems. 3. Multimedia Information Representation. 4. Signal Processing Aspects Of Multimedia. <p>Networking, Communications And Multimedia Standards.</p>	<ol style="list-style-type: none"> 1. Multimedia Systems Training Skills. 2. Opportunities And Motivation. 3. Multimedia-Hardware 4. Multimedia-Software. 5. Concepts Of Midi Image And Video Image. 6. Synchronization Accuracy Specification Factors. 7. Architecture And Content Management. 8. The Applications Of Multimedia. 9. Storage Models. 10. Access Techniques Of Multimedia.
Programming In Java Lab	<p>To Make The Students Familiar With</p> <ol style="list-style-type: none"> 1. Java Tokens And Statements 2. Operators, Expressions, Decision Making And Branching 3. Arrays, Strings, Vectors, Multiple Inheritance 4. Multithreaded Programming, Managing Errors And Exceptions 5. Applet Programming 	<ol style="list-style-type: none"> 1. Able To Find And Understand Java Tokens, Java Statements, Constants, Variables, Data Types 2. Able To Find And Understand Operators, Expressions, Decision Making And Branching 3. Able To Find And Understand Classes, Objects, Methods, Arrays, Strings, Vectors, Multiple Inheritance 4. Able To Find And Understand Multithreaded Programming, Managing Errors And Exceptions 5. Able To Find And Understand Applet Programming
Personality Enrichment	<ol style="list-style-type: none"> 1. To Develop Skills And Techniques Necessary For Public ,Speaking Personality Development. 2. The Course Aims At Building Self Confidence And Enhance The Self Esteem,The Overall Personality Of The Students.Power Of Positive Thinking Is Inculcated In The Students. 	<ol style="list-style-type: none"> 1. The Students Learn The Importance Of Improving Their Personality And Learn About The Components And Need For Personality Development. 2. Motivation As An Attribute Is Learnt And Inculcated In The Students. 3. An Overview Of The Current Social And Economic Scenario Is Imparted To The Students. 4. Rational Decision Making And Nurturing Creativity Are The Outcomes Expected.

		<p>5. Students Understand The Importance Of Positive Thinking And Traits Of Positive Thinkers And How To Follow A Positive Life Style.</p>
<p>Fourth Semester Computer Graphics</p>	<p>After Completion Of The Course Students Should Be Able To</p> <ol style="list-style-type: none"> 1. Design And Implement Model And Viewing Transformations. 2. The Graphics Pipeline. 3. Interactive Render Loop With A 3d Graphics Api. 4. Manipulation And Display Of Pictorial Information. 5. Implement Three-Dimensional (3d) Computer Images, Such As Animated Films 	<ol style="list-style-type: none"> 1. Helps To Understand About Computer Graphics And Its Applications 2. To Learn About Video Display Devices 3. Be Well Versed In Line Drawing And Circle Drawing Algorithm. 4. Helps To Learn About Transformations, Character, Attribute Functions And Area Fill Attributes. 5. Analyze The Window To Viewport Co-Ordinate Transformation. 6. Clear Understanding Of Various Clipping Algorithms 7. To Learn About Logical Classification Of Input Devices And Input Functions 8. Be Well Versed In 3d Concepts And Its Display. 9. Properties Of Light Color Models Were Comprehended 10. Helps To Understand Various Visible Surface Detection Methods.
<p>Operating System</p>	<p>After Completion Of The Course Students Should Be Able To Understand</p> <ol style="list-style-type: none"> 1. Basic Components Of Operating System. 2. Basic Principles Used In The Design Of Modern Operating Systems. 3. General Architecture Of Computers. 4. Understand And Analyze Theory. 5. Implementation Of: Processes, Resource Control (Concurrency Etc.), Physical And Virtual Memory, Scheduling, I/O. 	<ol style="list-style-type: none"> 1. Types Of Operating Systems. 2. CPU Scheduling. 3. Pre-Emptive And Non-Pre-Emptive Scheduling. 4. Process Communication. 5. Deadlock Prevention, Avoidance And The Difference Between Each. 6. Memory Hierarchy. 7. Methods Of Memory Access And Three Algorithms For Dynamic Memory Allocation. 8. Paging And Page Replacement Algorithms. 9. Disk Allocation And Associated Algorithms. 10. I/O Systems Performances.

<p>Data Structure & Algorithm</p>	<p>This Course Will Provide Knowledge About</p> <ol style="list-style-type: none"> 1. Program Development Techniques. 2. Basic Ideas Of Data Structure And Algorithm The Correctness And Proof; Recursion. 3. Approaches To Problem Solving. Notion Of Abstract Data Types. 4. Representation Of Lists, Stacks, Queues, Sets, Trees And Hash Tables. 5. Notions Of Complexity And Analysis; Choosing Data Structures And Algorithm. 	<ol style="list-style-type: none"> 1. Operations Of Arrays. Describe Asymptotic Notations Algorithm. 2. Methods Of Solving Algorithm. 3. Applications Of Stack Include Checking Of Well Format Of Parenthesis. 4. Evaluation Of Postfix Expression, Conversion Of Infix To Postfix, Recursive Function. 5. Application Of Linked List Includes Polynomial, Sparse Matrices. 6. Tree-Based Algorithms And Their Analysis. 7. Concept In Graph-Based Algorithms. 8. Describe Divide-And-Conquer Recursive Technique For Solving A Class Of Problems. 9. Explain Sorting Algorithm And Their Runtime Complexity Analysis. 10. Describe The Dynamic Programming Technique For Solving A Class Of Problems.
<p>Cost & Management Accounting</p>	<ol style="list-style-type: none"> 1. To Understand And Appreciate The Scope And Objective Of Cost Accounting 2. To Enhance Student Learning About Cost Concepts, Material Control And Kinds Of Costing. 	<ol style="list-style-type: none"> 1. Students Are Introduced To Cost Accounting, Its Objectives And Scope, Methods And Techniques Of Cost Accounting, Difference Between Cost A/C And Management A/C. 2. Basic Elements Of Costs, Classification Of Overheads, Cost Sheet, Inventory Classification Are Covered. 3. Students Learn The Purpose Of Material Control, Its Importance And Objectives, Optimum Order Quantity, Method Of Pricing – Lifo, Fifo, Hifo Etc. 4. Meaning Of Overheads And Method Of Distribution Of Primary And Secondary Overhead Are Covered. Also, Machine Hour Rate Calculations Are Covered. 5. Students Understand About The Concept Of Process Costing Along With Basics Of Normal And Abnormal Loss And Methods To Ascertain Inter Process Profit.
<p>Data Structure</p>	<p>This Course Will Provide Knowledge About</p>	<ol style="list-style-type: none"> 1. Operations Of Arrays. Describe Asymptotic Notations

<p>Using C++</p>	<ol style="list-style-type: none"> 1. Program Development Techniques. 2. Basic Ideas Of Data Structure And Algorithm The Correctness And Proof; Recursion. 3. Approaches To Problem Solving. Notion Of Abstract Data Types. 4. Representation Of Lists, Stacks, Queues, Sets, Trees And Hash Tables. 5. Notions Of Complexity And Analysis; Choosing Data Structures And Algorithm. 	<p>Algorithm.</p> <ol style="list-style-type: none"> 2. Methods Of Solving Algorithm. 3. Applications Of Stack Include Checking Of Well Format Of Parenthesis. 4. Evaluation Of Postfix Expression, Conversion Of Infix To Postfix, Recursive Function. 5. Application Of Linked List Includes Polynomial, Sparse Matrices. 6. Tree-Based Algorithms And Their Analysis. 7. Concept In Graph-Based Algorithms. 8. Describe Divide-And-Conquer Recursive Technique For Solving A Class Of Problems. 9. Explain Sorting Algorithm And Their Runtime Complexity Analysis.
<p>Operating System Lab</p>	<p>After Completion Of The Course Students Should Be Able To Understand</p> <ol style="list-style-type: none"> 1. Basic Components Of Operating System. 2. Basic Principles Used In The Design Of Modern Operating Systems. 3. General Architecture Of Computers. 6. Understand And Analyze Theory. 7. Implementation Of: Processes, Resource Control (Concurrency Etc.), Physical And Virtual Memory, Scheduling, I/O. 	<ol style="list-style-type: none"> 1. Types Of Operating Systems. 2. Cpu Scheduling. 3. Pre-Emptive And Non-Pre-Emptive Scheduling. 4. Process Communication. 5. Deadlock Prevention, Avoidance And The Difference Between Each. 6. Memory Hierarchy. 7. Methods Of Memory Access And Three Algorithms For Dynamic Memory Allocation. 8. Paging And Page Replacement Algorithms. 9. Disk Allocation And Associated Algorithms. 10. I/O Systems Performances.
<p>Environmental Studies</p>	<ol style="list-style-type: none"> 1. To Understand The Importance Of Environment And Impact On Human Life. 2. To Develop A Sense Of Community Responsibility By Becoming Aware Of Scientific Issues In The Larger Social Context. 	<ol style="list-style-type: none"> 1. To Learn About The Basic Of Environment And Its Composition. 2. To Understand The Value Of Our Natural Systems And To Know How Our Ecosystems Work In The Order Of Nature 3. Students Learn What Is Biodiversity And How To Protect And Preserve The Same

		<ol style="list-style-type: none"> 4. Factors Causing Environmental Pollution Are Being Taught To The Students 5. Current Issues In The Society In The Environmental Context Are Covered And The Effects Of Human Population On Environment Are Being Taught.
Foreign Language	<ol style="list-style-type: none"> 1. Basic introduction to alphabet in French language 2. Introduction to words 3. Introduction to grammar 	<ol style="list-style-type: none"> 1. Creates speaking and writing skills 2. Communication skills to effectively communicate people
Fifth semester Web Technology	<p>This Course Will Aim To Provide Knowledge About The Scripting Languages. Such As</p> <ol style="list-style-type: none"> 1.Data Types And Dynamic Variable Types And Properties. 2. Extensive Use Of Automatic Type Conversion. 3. Event-Driven Programs That Use Html Intrinsic Event Attributes. 4. Dom Event Listeners, And Dom-Generated Events, Use The Dom To Modify A Document's Attributes. 5. Style Properties. 	<ol style="list-style-type: none"> 1. Basic Concepts Of Web Pages/ Websites. 2. Basic Web Design Tools And Techniques. 3. Interactive/Dynamic Web Pages. 4. Develop Dynamic Websites Using <i>Javascript</i> Techniques, Along With Html And Css. 5. Window/Browser Of A Particular Web Page. 6. Cookies 7. Html Server Controls 8. Web Server Controls 9. Asp.Net Programming And Tools. 10. Database Connectivity And Technologies.
Database Management System	<p>To Make The Students Familiar With</p> <ol style="list-style-type: none"> 1. Concept Of Dbms- Software Development Life Cycle- Database 2. Database Architecture And Data Modeling, Data Normalization 3. Commands Of Sql 4. Usages Of Cursors, Triggers And Queries 5. Database Security And Recovery 	<ol style="list-style-type: none"> 1. Able To Find And Understand The Concept Of Dbms- Software Development Life Cycle- Database 2. Able To Find And Understand Database Architecture And Data Modeling, Data Normalization 3. Able To Find And Understand The Commands Of Sql 4. Able To Find And Understand The Usages Of Cursors, Triggers And Queries 5. Able To Find And Understand Database Security And Recovery

<p>Visual Programming</p>	<ol style="list-style-type: none"> 1. The Main Objective Is To Introduce Ide, Various Controls And Its Set Of Properties, Characteristics And Uses Of Standard Data Types. 2. The Main Aim Is To Develop The Knowledge On Flow Of Control In The Programr To Help Develop Simple Effective Programs. 3. To Introduce To The Graphical User Interface That Presents A Set Of Options To The Learner To Choose From. 4. The Primary Goal Is To Educate An Environment That Is Efficient And Convenient To Handle Information Or Data Effectively. 5. The Objective Is To Facilitate The Programr In Handling Voluminous Data And Learn The Distinct Concepts Of Database. 	<ol style="list-style-type: none"> 1. Students Are Introduced To Visual Basic Programming Language, Integrated Development Environment, Properties Of Basic Controls. 2. Students Learn How To Display Information Using Dialog Boxes, Various Loop Structures And About Functions And Procedures 3. Creation Of Single Dimensional, Multi Dimensional And Control Array. Also, List Boxes, Combo Boxes, Menus And Mdis Are Being Covered. 4. Students Are Introduced To Database Management System Concepts , Its Advantages And Components. Data Types And Normal Forms Are Being Covered. 5. Basic Sql Queries, Group By Commands, Designing Of Forms And Reports Using Visual Basics Are Covered.
<p>Numerical Methods</p>	<ol style="list-style-type: none"> 1. To Understand Roots Of Equations,Bisection Method,Newton Raphson Method. 2. To Understand Gauss Elimination ,Gauss Jordon. 3. To Understand Newton’s Forward & Backward Method. 4. To Learn Numerical Differentiation. 5. To Understand Differential Equation. <p style="text-align: center;">a.</p>	<ol style="list-style-type: none"> 1. To Understand Roots Of Equations,Bisection Method,Newton Raphson Method. 2. To Understand Gauss Elimination ,Gauss Jordon. 3. To Understand Newton’s Forward & Backward Method. 4. To Learn Numerical Differentiation. 5. To Understand Differential Equation.
<p>VB With RDBMS Lab</p>	<p>This Course Provide Complete Knowledge About</p> <ol style="list-style-type: none"> 1. Customizing A Form 2. Loop 3. Function And Procedure 4. Mdi Forms 5. Database System 6. Relational Database Design 	<ol style="list-style-type: none"> 1. Design, Create, Build, And Debug Visual Basic Applications 2. Implement Syntax Rules In Visual Basic Programs And Apply Arithmetic Operations For Displaying Numeric Output. 3. Write And Apply Decision Structures For Determining Different Operations 4. Write And Apply Procedures, Sub-Procedures, And Functions To Create Manageable Code.

		<ol style="list-style-type: none"> 5. To Build Tables And Relationship Between Tables And Multiple Forms And Mdi Forms Used To Create Projects. 6. Constructing Table Using Normal Forms To Avoid Duplication. 7. Mapping Data Based On Constraints
Web Application Lab	<p>This Course Will Aim To Provide Knowledge About The Scripting Languages. Such As</p> <ol style="list-style-type: none"> 1.Data Types And Dynamic Variable Types And Properties. 2. Extensive Use Of Automatic Type Conversion. 3. Event-Driven Programs That Use Html Intrinsic Event Attributes. 4. Dom Event Listeners, And Dom-Generated Events, Use The Dom To Modify A Document's Attributes. 5. Style Properties. 	<ol style="list-style-type: none"> 1. Basic Concepts Of Web Pages/ Websites. 2. Basic Web Design Tools And Techniques. 3. Interactive/Dynamic Web Pages. 4. Develop Dynamic Websites Using <i>Javascript</i> Techniques, Along With Html And Css. 5. Window/Browser Of A Particular Web Page. 6. Cookies 7. Html Server Controls 8. Web Server Controls 9. Asp.Net Programming And Tools. 10. Database Connectivity And Technologies.
Value Education	<ol style="list-style-type: none"> 1. To Impart Value System In The Students Minds. 2. To Inculcate The Qualities Of Self Esteem And Confidence Which Will Attribute To Their Success 	<ol style="list-style-type: none"> 1. Students Learn The Importance Of Values Which Acts As Guiding Factor In Day To Day Life. 2. Personal Values Like Affection, Compassion, Gratitude, Courage, Optimism Are Taught To The Students To Improve Their Mind And Personality. 3. Family Values And Importance Of Family Bonding Are Understood By The Students. 4. Students Understand The Difference Between Self Esteem And Ego And The Harmful Effects Of Anger.
Sixth semester	<p>This Subject Provides Exposure To Student Demonstrate The Knowledge About</p> <ol style="list-style-type: none"> 1. Data Communication And Computer Network Technology. 2. Components And Characteristics Of Data Communication. 3. Types Of Network Topologies And Protocols. 	<ol style="list-style-type: none"> 1. Demonstrate The Definition And Characteristic Of Data Communication And Computer Networks. 2. Define The Use Of Osimodel In Networking. 3. Student Will Be Able To Gaining Knowledge Of Parallel And Serial Transmission. 4. Various Transmissions Medium. 5. Types Of Multiplexing.

<p>Computer Networks</p>	<p>4. Layers Of The Osi Model And Tcp/Ip. Explain The Functions Of Each Layer. 5. Identify The Different Types Of Network Devices And Their Functions Within A Network.</p>	<p>6. Types Of Switching. 7. Analog And Digital Network. 8. Atm: Architecture-Applications. 9. Tcp/Ip Network. 10. World Wide Web.</p>
<p>Software Engineering</p>	<p>This Subject Provides Exposure To Student Acquire The Fundamental Knowledge In 1. Software Engineering And Begin In Practice As A Software Engineer. 2. Deliver Quality Software Products By Possessing The Leadership Skills As An Individual Or Contributing To The Team Development. 3. Demonstrating Effective And Modern Working Strategies By Applying Both Communication And Negotiation Management Skills. 4. Be Employed In Industry, Government, Or Entrepreneurial Endeavors To Demonstrate Professional Advancement Through Significant Technical Achievements And Expanded Leadership Responsibility. 5. Demonstrate The Ability To Work Effectively As A Team Member And/Or Leader In An Ever-Changing Professional Environment.</p>	<p>1. Apply The Knowledge, Techniques, Skills, And Modern Tools Of The Discipline To Broadly-Defined Engineering Technology Activities. 2. Providing Knowledge About Planning A Software Project And Planning An Organization Structure. 3. Software Maintenance Costs And Preparation Of Software Specification And Formal Specification Techniques. 4. Exposure In Fundamentals Design Concepts. 5. Modules And Modularization Cost Design Notations. 6. Coding Style. 7. Standards And Guidelines And Documentation Guidelines. 8. It Help The Student To Exposure In Area Of Quality Assurance Such As Executions Unit/ 9. Testing And Debugging. 10. System Testing.</p>
<p>Elective – Xml And Web Service</p>	<p>This Course Provides Knowledge About 1. Xml And The Important Technologies. 2. Soap Overview Of .Net And J2ee. These Technologies Include DTD And Xml Schema For Defining The Schema Of Xml Documents; Xpath, Xsl, And Xslt For Formatting Data In</p>	<p>1. Able To Understand And Write Well-Formed Xml Documents. 2. Able To Write The Schema For The Given Xml Documents. 3. Dtd And Xml Schema Languages. 4. Benefits Of Xml With Soap.</p>

	<p>Xml. The Students Also Gain Knowledge About Xml Security Framework.</p>	<p>5. Soap Specification.</p>
PHP	<p>This Course Provide Idea About</p> <ol style="list-style-type: none"> 1. Server Side Php Programming. 2. Write Simple Php Code To Perform Some Functionality For A Web Application. 3. Also Provide Knowledge About How Php Fits Into The Web Environment. 4. Working With Html Forms. 5. Writing Simple Web Clients Using Php 5-Specific Features. 	<ol style="list-style-type: none"> 1. Understanding About History Of Web Programming. 2. Learn To Write Simple Programs Using Php. 3. Be Well Versed In Html. 4. Helps To Learn User Defined Function And Various Built In Function In Php. 5. Easy To Handle Of Date And Time Function. 6. Manipulation Of String And Regular Expression Were Illustrated. 7. Error Can Be Handled Easily In Php Program. 8. Understanding The Concept Of Sending Mail Using Php. 9. Analyzing The Merits Of Php5 Features 10. Helps To Understand And To Write The Programs In Cookies.
Mini Project	<p>This Course Provide Complete Knowledge By Developing Application On Their Own With Some Innovative Ideas From What They Learn In The Previous Semester Papers Like Programming Languages And Software Engineering.</p>	<p>This Course Provide Complete Knowledge By Developing Application On Their Own With Some Innovative Ideas From What They Learn In The Previous Semester Papers Like Programming Languages And Software Engineering.</p>
PHP Lab	<p>This Course Provide Idea About</p> <ol style="list-style-type: none"> 1. Server Side Php Programming. 2. Write Simple Php Code To Perform Some Functionality For A Web Application. 3. Also Provide Knowledge About How Php Fits Into The Web Environment. 4. Working With Html Forms. 5. Writing Simple Web Clients Using Php 5-Specific Features. 	<ol style="list-style-type: none"> 1. Understanding About History Of Web Programming. 2. Learn To Write Simple Programs Using Php. 3. Be Well Versed In Html. 4. Helps To Learn User Defined Function And Various Built In Function In Php. 5. Easy To Handle Of Date And Time Function. 6. Manipulation Of String And Regular Expression Were Illustrated. 7. Error Can Be Handled Easily In Php Program. 8. Understanding The Concept Of Sending Mail Using Php. 9. Analyzing The Merits Of Php5 Features 10. Helps To Understand And To Write The Programs In Cookies.

B.SC-VISCOM

Program Specific Outcome:

PSO1. Use communication theory to analyze and evaluate individual, group, and mass media

PSO2. Create communicative materials that incorporate communication theory, audience analysis and Explain the significance of major moments in communication and media history.

PSO3. Thetorical and persuasive strategies. profession, and society as a whole based on various perspectives and associated Use the history of communication and media

PSO4. Messages for how they work and for their consequences. Recognize an ethical responsibility to other individuals, the community, the discipline.

SUBJECT	COURSE OBJECTIVES	COURSE OUTCOMES
<p>Introduction to Visual Communication</p>	<ol style="list-style-type: none"> 1.This subject inculcates the students about the communication theories. 2.The students develop the ability of learning and applying design thinking skills. 3.To understand the process of communication. 4.It helps the students to understand the Fundamentals of Design along with principles and elements of design. 5. To understand the basic and working process of graphic designing. 	<ol style="list-style-type: none"> 1. This unit inculcates students with the models of communications like SMCR model which is very basic and important aspects for all the mass communication and media studies. 2. After completing this unit the students are able to develop a visual language to communicate messages, ideas and concepts. 3. With the completion of this unit the students develop the ability of learning and applying design thinking skills. 4. The students also develops the ability of drawing skills to make messages and ideas visible. 5. Though practical investigation and analysis of existing visual communications students will gain insight into how the selection of methods, media, materials, and the application of design elements. 6. The students develops the principles can create effective visual communications for specific purposes and audiences.explore design styles, the design elements and principles and their affect on the way visual messages are perceived. 7. It also focused on gaining an understanding of the processes designers use to structure their thinking and communicate ideas with clients, target audiences and other specialist. 8. The application of design elements and principles can create effective visual communications for specific purposes and audiences.
<p>Communication Skills</p>	<ol style="list-style-type: none"> 1) To understand the Interpersonal communication: Theories and Model. 2) To understand the Group Communication: Theories and Models Decision making process, leadership, team work communication patterns in group context 3) To understand Public communication: Rhetoric Model, Persuasion Models. 4) To understand Non-verbal Communication: Theories and Models 5) To understand Case Studies in communications skills, Ideation and Creative 	<ol style="list-style-type: none"> 1. With the completion of this Unit the students can demonstrate the knowledge of communication theory and application . 2. The studens also understands the models of Interpersonal communication. 3. The students can demonstrate the knowledge of communication theory and application 4. The studens also understands the models of Group communication. 5. The students acquire the knowledge of communication theory and application . 6. They also develops the models of Public communication. 7. From this Unit the students can able to understand the

	Thinking	<p>knowledge of communication theory and application</p> <ol style="list-style-type: none"> 8. The students also understand the models of non-verbal communication. 9. After studying this unit the students can be able to 10. Demonstrate appropriate and professional ethical behavior. 11. Demonstrate critical and innovative thinking. 12. Display competence in oral, written, and visual communication.
Drawing – I	<ol style="list-style-type: none"> 1) Geometrical shapes 2) Patterns, Surface, textures etc. 3) Perspectives 4) Overlapping objects 5) Light and shade 	<ol style="list-style-type: none"> 1. Upon successful completion of the subjects, the student will acquire the listed skills: Develop physical and visual skills related to the drawing process. 2. Judge proportion, scale, and spatial relationships. 3. Use linear and tonal techniques to depict light and shadow. 4. Use linear and tonal techniques to depict form and develop composition. 5. Use materials common to the drawing process
Graphic Design – I	<ol style="list-style-type: none"> 1) Lines of different thickness 2) Curves of different thickness 3) Shapes of different forms 4) Patterns-of different kinds 5) Distortion-of different kinds 6) Lettering(fonts) Alphabets 7) Fonts Numbers 	<ol style="list-style-type: none"> 1. Typography, Collage Making, Logos & Illustrations, Page Making, Newspaper, Magazines, Advertisement, Poster & Brochures Designing, Product Label. <p>After completing the course the students can be able to</p> <ol style="list-style-type: none"> 2. Gain skill in choosing, using & manipulating typographic elements. 3. Learn how to identify & analyze the elements, principles & vocabulary of two-dimensional design as it relates to specific message making. 4. Learn to utilize & integrate the elements, principles, materials & processes of two-dimensional design to fulfill a specific problem which generates a specific message

<p>Drawing – II</p>	<ol style="list-style-type: none"> 1) Forms - humans, animals, birds 2) Live models 3) Landscapes 4) Monuments 5) Environmental Exposure 	<ol style="list-style-type: none"> 1. Introduce students, through observation, to rudimentary & formal components of figure drawing such as gesture, mass, volume, foreshortening and proportion. 2. Provide a basic introduction to human anatomy. 3. Refine concepts introduced in Drawing I and 2-D Design utilizing the figure as the primary subject. 4. Encourage a personal approach to the art making process. 5. Explore the relationship of the figure to its pictorial space, both abstract and naturalistic. 6. Introduce historical & contemporary approaches to the figurative process.
<p>Graphic Design – II</p>	<ol style="list-style-type: none"> 1) Logo design 2) Letterhead 3) Visiting Cards 4) Brochures 5) Print Advertisements - Black & White, Colour 	<p>After completing the course the students can able to</p> <ol style="list-style-type: none"> 1. Gain more advanced skill in using and manipulating typographic elements. 2. Experience working with diverse media. 3. Experience with a variety of output sources and materials. 4. Gain more advanced skill with layout, illustration and photo manipulation through the use of interactive digital programs. 5. Develop an individual portfolio of graphic design and/or illustration
<p>Advertising</p>	<ol style="list-style-type: none"> 1. Develop distinctly different concepts for each communication need and devise a pitch to present concepts to an audience, evaluating the extent to which these concepts meet the requirements of the brief. 2. Creative Aspects of Advertising in Print and Electronic Media, 3. A comprehensive understanding of the 	<ol style="list-style-type: none"> 1. The Students earn the knowledge about the Introduction to Advertising; Structure and Functioning of an Ad Agency; Advertiser 2. The students can able to understand the Agency Relationship, 3. The students can able to do the Audience Analysis, Segmentation, Targeting and Positioning, 4. The students able to do the Audience Research, 5. Creative Use of Media, Traditional and New Media,

	<p>best methods, strategies, copywriting, management, and marketing</p> <p>4. Development of design concepts</p> <p>5. Students will be exposed to an extensive range of advertising topics such as Indian advertising industry</p>	<p>6. The Role of PR in Advertising, Advertising Social Issues,</p> <p>7. Political Advertising, Dynamics of Creating and Executing the Complete Campaign Strategy.</p> <p>8. The students understand and produce the film-making techniques of the advertising world will be covered in-depth under our expertly prepared curriculum</p> <p>9. A comprehensive understanding of the best methods, strategies, copywriting, management, and marketing</p> <p>10. The students understand and produce the film-making techniques of the advertising world will be covered in-depth under our expertly prepared curriculum</p> <p>11. The process of advertising production, visuals and illustrations, regulations of advertising in India and media planning to make them job ready.</p> <p>12. Developing a brief and generating ideas Apply design thinking in preparing a brief with two communication needs for a client, undertaking research and generating ideas relevant to the brief.</p>
<p>Elements of Film</p>	<p>The students are able the study the details of</p> <ol style="list-style-type: none"> 1. History of Still Camera, Box Camera, TLR, SLR, DSLR, 2. Composing with Golden Rule. 3. Screenplay writing: 4. Film language, shots, 5. shooting schedule 6. Dramatic elements in the screenplay 	<ol style="list-style-type: none"> 1. The students are gaining a keen knowledge on History of Still Camera, Box Camera, TLR, SLR, DSLR, 2. Framing & Composing, 3. Lighting Concept in Digital Film Making, Framing & Composing with Golden Rule. Screenplay writing: 4. production, Production and Post-Production Stages 5. Introduction to film language and grammar, film language, shots, the 180 degree rule, the 30 degree rule, screen direction, film time, Dramatic elements in the screenplay, spines, character, circumstance, dynamic relationships, wants, expectations, actions, activity and acting beats. 6. Managerial responsibilities of the director; dealing with the producer, assistant directors, crew, cinematographer – implementing the shooting schedule with perfection. 7. The student can able to understand the film forms and its components

<p>Computer Graphics I [Practical]</p>	<p>Design a four-color advertisement for promoting the image of any one of the following organizations</p> <ol style="list-style-type: none"> 1. Advertising agency 2. g. Commercial organization 3. h. Non-profit organization 4. Government agency 5. j. Service industry <p>Design a 'logo' for an</p> <ol style="list-style-type: none"> a. Advertising agency b. Commercial organization c. Non-profit organization d. Government agency e. Service industry 	<ol style="list-style-type: none"> 1. . Design a 'visiting card' & 'letter head' for the same FIVE organizations mentioned above using the logo created in the previous exercise. 2. Design a 'news letter' for any one of the above-mentioned agencies. 3. Design the 'front cover' of an in-house journal published by any one of the above mentioned agencies.
<p>Basic Photography</p>	<p>The students can understand the</p> <ol style="list-style-type: none"> 1. Types of Camera & Lenses 2. DSLR Camera Functions 3. Rules of Composition 4. Lighting 5. Special & Filter Effects 6. Understand Film developing process 7. Understand and articulate how meaning of photographs is visually communicated. 	<ol style="list-style-type: none"> 1. Operate a 35mm camera--parts & functions of camera body, viewing system, lens, aperture & shutter speed, ISO, light meter & exposure modes. 2. Define subject and compose image using frame and vantage point. 3. Control and manipulate light, depth of field, and motion. 4. Produce a portfolio of matted photographs that represent the student's best work. 5. Refined and improved basic techniques of exposure, development and printing. 6. Observe people and practice Candid and Street Photography. 7. Prepare the photographs for different target audience and media. 8. Understand Photo Journalism.
<p>Practical Photography[Practical]</p>	<ol style="list-style-type: none"> 1. Landscape (scenic, people, birds/animals, monuments) 2. Portraits 3. Photo feature, photo language 	<p>Understand the basic composition of photographs, camera parts and light exposures.</p> <ol style="list-style-type: none"> 1. Practice Fine Art and Portrait Photography. 2. Practice Landscape and Travel Photography.

	<ol style="list-style-type: none"> 4. Environmental exposure – 5. Silhouette 6. Freezing movement 7. Panorama 8. Montage 9. Indoor photography 10. Industrial photography 11. Special effects 	<ol style="list-style-type: none"> 3. Observe people and practice Candid and Street Photography. 4. Prepare the photographs for different target audience and media. 5. Understand Photo Journalism.
<p>Computer Graphics II [Practical]</p>	<ol style="list-style-type: none"> 1. Design a 'logo' for an 2. Advertising agency 3. Commercial organization 4. Non-profit organization 5. Government agency 6. Service industry 	<p>After the completion of course the students can able to create the following elements</p> <ol style="list-style-type: none"> 1. Design a 'poster' 2. Design a 'brochure' for any purpose 3. Design a 'calendar' 4. 'CD cover' . 5. Design the 'label' & package cover of any consumer product. 6. Design a '2-fold greeting card' for any occasion. 7. Design the 'cover of a book' on any topical issue. 8. Design a 'spokes character' for a product of your choice.
<p>Television Production</p>	<p>The Students can able to be excel in</p> <ol style="list-style-type: none"> 1. Different approaches to visualization - TV, Films, and Ad films. 2. Types of telecasting. 3. Production standards NTSC, PAL, Secam etc. Television Crew, an overview of direction, art direction, floor management- indoor & outdoor, production management, 4. budget preparation. 5. creative writing, script formats. 6. Planning of Story, story board, discussions, screen play, 	<ol style="list-style-type: none"> 1. Discuss and gained the historical and cultural practices in television including their impact on current practice. 2. Identify the key roles and explain the responsibilities and technical requirements in a television studio production environment 3. Described and understand the range of television formats and analyse their production requirements after the completion of syllabus. 4. Apply different television-based production techniques to a diverse range of work 5. Work effectively as a team to produce television segments in a multi-camera environment and 6. The students understands the ways to improve the quality

		of work and the editing procedures.
Media, Culture and Society	<ol style="list-style-type: none"> 1. The Students can able to understand media audience analysis after completing this course. 2. Function of mass media 3. Power of mass media . 4. Media in Indian society 	<p>The students Understands</p> <ol style="list-style-type: none"> 1. The mass media.Characteristics of mass media. 2. Effects of mass media on individual, society and culture – basic issues. 3. Power of mass media .Media in Indian society.Definition, 4. Nature and scope. 5. The course will enable students to develop a solid critical approach to the study of the media in the global community we live today. 6. The Students can able to understand the Cultural Studies explores the understanding of the mass media from Marxist through postmodern perspectives. 7. That students formulate well informed opinion and critical awareness of current news and media practices
Web Publishing [Practical]	<ol style="list-style-type: none"> 1. Web Publishing Tool, FrontPage or Dream Weaver and MM Flash 2. HTML and XML Programming 3. Creation of the Home Page of a Web Site with proper links 	<ol style="list-style-type: none"> 1. Creation of a dynamic web page using appropriate web development tool (e.g. Dream Weaver) for three different concepts. 2. Students should be given orientation of web/multimedia usability issues and interface design basics 3. Each student to provide individual CD-ROMs with all the exercises done during the year with proper dates. Students should be given adequate orientation on Web design and usability concepts 4. Each student to provide individual CD-ROMs with all the exercises done during the year with proper dates.
Advertising Photography [Practical]	<ol style="list-style-type: none"> 1. Visual of the product alone (photograph against plain backdrop) 2. Visual of the product in a setting where it is used. 3. Visual in use. 4. Visual of a benefit from using the product. 5. Visual showing the loss or disadvantage 	<p>Upon successful completion of this course, students will be able to:</p> <ol style="list-style-type: none"> 1. Master strobe lighting equipment. Advanced technical assignments will include stopping action, photographing reflective objects and shooting on location. 2. Create a professional body of work. Emphasis will be placed on developing the students’ individual style within the context of the final portfolio. 3. Understand the characteristics and the principles of light, and

	<p>resulting from not using the advertised product.</p> <ol style="list-style-type: none"> 6. Dramatization of the headline. 7. Dramatization of the evidence. 8. Dramatizing a detail (in the product) 9. Comparison between two brands. 10. Contrast between before and after using the product. 11. Visuals using Trade Characters. 12. Symbolism. 13. Abstract illustration (logo) 14. Continuity strip 15. Mood setting visual. 16. Visual of the product in the package. 17. Visual of the product ingredients or raw materials. 18. Special effects (freezing movements) 19. Montage 20. Visual with models. 	<p>increase the ability to ‘see light’.</p> <ol style="list-style-type: none"> 4. Create ‘natural’ light in the studio. 5. Utilize professional practices regarding propping studio shots in order to create a realistic environment in the studio, and work with ‘clients’. 6. Solve complex lighting problems in the studio.
<p>Project [Phase 1]</p>	<p>ELECTIVE</p>	<p>After the course the students the students submit the project of the elective from the practical subjects and they have to submit the script of it.</p>

<p>Media Organization</p>	<p>The Student can able to understand the</p> <ol style="list-style-type: none"> 1. Project Management in Media. 2. Production Project Cycle (PPC), 3. Management themes in production Process 4. , Project Planning, Production Strategies, PPC in Practice 	<ol style="list-style-type: none"> 1. The Student can able to understand the media organization and some models. 2. The Student can able to understand the 3. Behavior in media Organization and Organizational Behavior. 4. Nature and Structure of different Media Organizations 5. The Student can able to understand the 6. Economics of Media 7. Relationship between supplier and buyer 8. Programming Strategies, Audience Rating. 9. Analyzing Programming and Audience Trends Marketing Programs.
<p>Production Practice [Practical]</p>	<p>Students should write original scripts for different formats like documentary and TV commercial (five exercises) — these should be submitted as a separate Record</p> <p>Shoot a Short story or Documentary—duration not to exceed 5 Minutes, and</p> <p>Shoot a Commercial— 15 or 20 second spots</p> <p>Each student should do individual projects containing the record and the program. Final practical examination will test students on their ability to prepare a complete script and story board on any of the above-mentioned format.</p>	<ol style="list-style-type: none"> 1. Discuss historical and cultural practices in television including their impact on current practice 2. Identify the key roles and explain the responsibilities and technical requirements in a television studio production environment 3. Describe a range of television formats and analyse their production requirements 4. Apply different television-based production techniques to a diverse range of work 5. Work effectively as a team to produce television segments in a multi-camera environment and identify ways to improve the quality of work.
<p>3 D Animation [Practical]</p>	<ol style="list-style-type: none"> 1. Project work (walk-through, animated logo, etc.) should contain record containing 	<ol style="list-style-type: none"> 1. Initiate the design, planning and development of 3D animation productions.

	<p>advanced animation works done by the student.</p> <ol style="list-style-type: none"> 2. The web pages should contain objects created by the students only. No objects/elements downloaded from the Internet should be used. 3. If static images are to be included, then the student is expected to create her/his own images using appropriate software like PhotoShop. 4. All exercises should be accompanied by “paper-design” in record form along with the original file containing the exercises. 	<ol style="list-style-type: none"> 2. Explore the appropriate techniques and technologies to solve 3D animation problems. 3. Apply, manipulate and combine media to create advanced 3D animated performances. 4. Investigate and evaluate the conceptual and commercial requirements for contemporary 3D animation productions. 5. Critically appraise and evaluate the work of others in the area of 3D animation.
Project [Phase 2]	The students have to work with any media organization	After the course the students get the complete knowledge of the media organization and the work culture of the media
Project [Phase 3]	ELECTIVE	After the course the students have to submit the elective in practical submission format that they elected in the phase 2. It gains the practical knowledge about the course.

COMMERCE PROGRAM OUTCOME

- Po1. Commerce:** The three year B.Com program enables the students to gain a thorough knowledge in the fundamentals of Commerce and Finance.
- Po2. Problem Analysis:** The all inclusiveness of the course ensures that students are turned up to date in advanced accountancy. Courses from the introductory level, effective development will also progress to the valuing and organizational levels.
- Po3. Commerce Students and Society:** This equips the students to face the modern day challenges in commerce and Industry. Also enable them to meet the requirements of corporate sector.
- Po4. Ethics:** Apply ethical principles and commit to the professional ethics and norms.
- Po5. Environment and Sustainability:** To understand the impact of responsibility of pursuing the environment and demonstrate the need for sustainable development.
- Po6. Individual and Team Work:** Function effectively as an individual and as member or leader in diverse teams in multi – disciplinary settings.
- Po7. Communication:** Speak, read , write and listen clearly in person and through electronic media in English and

in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

Po8. Project Management and Finance: Demonstrate the knowledge of the understanding of the fundamental principle of managing a project and apply the same in one's own work as a member and as a leader of a team, to manage project in a multi disciplinary environment

Po9. Life – Long Learning: Recognize the need for and have the preparation and ability to engage in independent and lifelong learning in the broadest context of technological change.

B.COM (GENERAL)

Program Specific Outcome:

PSO1. Understand the nature and basic concepts of Finance and accounting.

PSO2. Analyze the trade and economic policies which have influence over the business.

PSO3. Determine the procedures and schedules to be followed on preparing financial final statements.

PSO4. Understand the application of business knowledge in both theoretical and practical aspects.

SUBJECT	COURSE OBJECTIVES	COURSE OUTCOME
<p align="center">TAMIL- I LITERATURE AND LANGUAGE SKILLS</p>	<ol style="list-style-type: none"> 1. To know the importance of Tamil language 2. Patriotism is the essential in every man’s life. 3. To teach the human values and ethics. 4. To make the importance of unity in diversity. 5. Highlighting the bravery of freedom fighters. 	<ol style="list-style-type: none"> 1. Learned the speciality of Tamil language. 2. Gained the knowledge and the speciality of our country. 3. To highlight the importance of unity. 4. To remove the Enemity and to cultivate friendship. 5. To know about the national integration.
<p align="center">ENGLISH – I</p>	<ol style="list-style-type: none"> 1. Students learn to develop our nation by freedom, development and to stand up to the world. 2. Youngsters to lookout smart species and make senses right. 3. To know the importance of environment to the present generation. 4. To have leisure and satisfaction in all the natural things. 5. To create an inward awareness and outward compassion. 	<ol style="list-style-type: none"> 1. It creates awareness amongst the Indian to contribute towards making our country a great one. 2. Helped the younger generation to prevent suicide. 3. Students practiced to plant and save trees. 4. Throws light on woman’s daily chores, sufferings and gave peace. 5. Took a pledge they should make use of their skill for the betterment of humanity

<p align="center">Financial Accounting – I</p>	<ol style="list-style-type: none"> 1. To help the students gain sound understanding of basic accounting concepts and principles of the accounting process. 2. To familiarize the students with the method of preparing final Accounts for Sole Proprietorship concerns and Non-Trading organizations. 	<ol style="list-style-type: none"> 1. Students learn the basics of accounting concepts and preparation of final accounts for Sole proprietorship concern. 2. To inculcate the ability to rectify the errors arising at different stages of the Accounting Process. 3. Enable the students to prepare Bank reconciliation statements to identify and understand the timing difference between cash book accounting and pass
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		<p>book.</p> <ol style="list-style-type: none"> 4. Students learn the types of depreciation and method of calculating depreciation and accounting treatment for the same. 5. Preparation of accounts on Single entry system in small organization along with difference between single and double entry system is covered.
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<p>Business statistics</p>	<ol style="list-style-type: none"> 1. To understand the practical and integrative model of strategic management. 2. Demonstrate the knowledge and abilities in formulating strategies and strategic plans. 	<ol style="list-style-type: none"> 1. Students will learn about different approaches to strategic decision making and the importance of Mission, vision, goals for a organization. 2. Students can learn the challenges faced by managers in implementing and evaluating strategies based on the nature of business, industry, and cultural differences. 3. To gain the knowledge about how to take strategic decisions at corporate level with the given factors and ways to implement it. 4. Interrelationship between formulation and implementation are learnt along with diverse aspects of strategy implementation. 5. To learn about functional and operational implementation along with techniques of strategic evaluation and control.
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<p>Business Economics</p>	<ol style="list-style-type: none"> 1. To understand basic economics and apply the practical economics in life. 2. To apply economic models to examine current economic issues and evaluate policy options for addressing these issues. 	<ol style="list-style-type: none"> 1. Students learn the fundamentals of business economics and meaning of technical terms associated with economics. 2. To know the two key determinants – demand and supply of micro economics. 3. To know the meaning of consumer behavior theory and interpretation of different economists about the theory. 4. To understand about theory of production and law of variable proportion 5. To analyze about market structure and role of time elements in price determination.
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<p>Basis of Retail Marketing</p>	<ol style="list-style-type: none"> 1. To expose the students to various trend in retail business. 2. To provide the basic understanding of broad set of specialized activities and techniques in managing retail business. 3. To motivate the students to take up retailing business as a carrier. 	<ol style="list-style-type: none"> 1. Basics of retailing, meaning of retail marketing, and growth of retailing are covered. 2. Students learn about functions of retailing and types of retailing with characteristics. 3. The factors influencing retail location like branding, labeling and Franchising are taught. 4. Methods of communication tools in retailing like window display, advertisement are covered. 5. Fundamentals of supply chain management along with importance of IT in retailing is covered.
<p>ESSENTIALS OF LANGUAGE AND COMMUNICATION</p>	<ol style="list-style-type: none"> 1. To ensure that students imbibe natural flair for English language 2. To communicate without mistake. 3. To improve the four basic skills, listening, speaking, reading and writing. 4. To enrich their vocabulary. 5. To improve the fluency of students. 	<ol style="list-style-type: none"> 1. Individuals preparing for a job and students preparing for college or graduate entrance exams will benefit from a time tested review of basic skills. 2. Students developed their ability to think and to organize and communicated their ideas. 3. Students utilized reading and research for critical thinking. 4. Students developed college level vocabulary skills to enhance writing. 5. Improved spoken English language and organized basic grammar.

<p>TAMIL- II LITERATURE AND JOURNALISM</p>	<ol style="list-style-type: none"> 1. It belongs to Saiva Samayam and praises Namasivaya Manthiram. 2. Poem which praises lord shiva . 3. It belongs to Vainava Samayam, where Andal describes her dream to her friend about getting married with lord Perumal . 4. A literature portraying Lord Shiva as everything and every being. 5. This poem narrates philosophical ideologies of life. 	<ol style="list-style-type: none"> 1. Comprehended the meaning of Namasivaya Manthiram.. 2. Acquired knowledge about the greatness of Lord Shiva . 3. Understand the chronicle of Lord Perumal and describes the ultimate goal of life is to seek surrender and refuge at the lord's feet. 4. Acquired knowledge about the principle of Saiva Sidantham. 5. Integrated the philosophical idea of life.
<p>ENGLISH – II</p>	<ol style="list-style-type: none"> 1. To define the qualities of a Good man. 2. To show the difference between western and ancient culture. 3. To glorify the virtue of forgiveness. 4. To exhort the quality of leadership. 5. To know the three stages of the technologies innovations. 	<ol style="list-style-type: none"> 1. Students gained good qualities how to treat victory and disaster. 2. Learnt what is good and bad in western and ancient cultures. 3. Achieved to forgive their fellowmen. 4. Understand to become a good leader. 5. Students learnt the fast stages of technology.

<p>Quantitative Analysis for management</p>	<ol style="list-style-type: none"> 1. To understand the nature and scope of economics and its application. 2. To acquaint the students with the diverse economic functions. 	<ol style="list-style-type: none"> 1. Students learn the fundamentals of business economics and meaning of technical terms associated with economics. 2. To gain in- depth knowledge about the two key determinants – demand and supply of micro economics. 3. To examine the Market Structure and Role of Time Elements in different pricing strategies. 4. To gain knowledge about Theory of Production and to impart knowledge on Rent and Profit theory.
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		5. To understand about national income , Public finance and Indirect taxes
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Indian Economy	<ol style="list-style-type: none"> 1) To know the basics of Indian economic growth factors and role of industries in economic development. 2) To understand economic problems and relief measures in different contextual perspective. 	<ol style="list-style-type: none"> 1. To know the causes and effects of under developed, developing and developed economies. 2. Students understand the cause and effect of over population and problems associated with it. 3. To know the dependence and interdependence between agriculture and growth in economy. 4. To know the development of different types of industries – small, medium and large scale industries. 5. To know the various means of transport and also understands the impact of poverty in our country and steps taken to eradicate the same.
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Fundamentals of Insurance	<ol style="list-style-type: none"> 1. To acquaint the students with the origin and scope of insurance along with types of insurance. 2. To impart the fundamentals of life insurance and the regulating bodies associated with insurance. 	<ol style="list-style-type: none"> 1. Origin of insurance and features, principles, types are covered. 2. To know about life insurance, principles and types of policies in fire, marine and life insurance. 3. Students learn about regulating authorities governing the insurance companies
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<p>ESSENTIALS OF SPOKEN AND PRESENTATION SKILLS.</p>	<ol style="list-style-type: none"> 7. Students to speak correct English. 8. To chisel the presentation skills. 9. To improve their body language. 10. To boost the confidence of the students. 11. Giving them chance to present on various topics. 	<ol style="list-style-type: none"> 6. Developed abilities promises a double pay off in the business world. 7. Gained appropriate behaviors and effective communication. 8. Improved in their dress code. 9. Confidently faced interviews. 10. Learnt good English and prospered in professional and personal lives.
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<p>Corporate Accounting I</p>	<ol style="list-style-type: none"> 1. To understand the accounting procedure for companies with respect to issue of shares and their treatment 2. To impart knowledge about the preparation of company final accounts. 	<ol style="list-style-type: none"> 1. To provide fundamental knowledge about types of shares and methods of issuing shares on par ,premium and discount. 2. To enhance student learning about accounting treatment adopted for raising funds and redeeming them. 3. Fundamentals of redemption of shares and debentures are covered. 4. Students will learn the preparation of company final accounts and computation of managerial remuneration. 5. To know about valuation of goodwill and shares and different kinds of valuation of the same. 6. Meaning of internal reconstruction and ways of alteration and reduction of share capital are covered.
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<p>Business Law</p>	<ol style="list-style-type: none"> 1. To understand the basics of laws and regulations applied in business. 2. Aims at imparting fundamentals of business laws with Special reference to Indian contract act and its provisions. 	<ol style="list-style-type: none"> 1. Students learn the legal aspects of general contract and special contracts. 2. Basics of Indian contract Act, types of contracts, offer and acceptance are understood. 3. Performance of contract and discharge of contract are covered. 4. To understand the rights and duties of an agent and principal. 5. Meaning of indemnity and guarantee, bailment and pledge, creation of Agency along with rights, duties and liabilities and Termination are covered. 6. Sale of goods act including formation of contract of sale, and rights of an unpaid seller are learnt. 7. To enable the students to learn the contracts in day to day life for business and profession
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<p>Business Management</p>	<ol style="list-style-type: none"> 1. To enable the students to appreciate the contribution made by management thinkers towards the basic principles and function of management. 2. To provide opportunities to apply the general function of management in day today managerial practice. 	<ol style="list-style-type: none"> 1. Students learn the fundamentals of management and its extent of application. Scientific management theories are being covered. 2. To learn the management function of planning, its importance, forms and different types like policies, procedures, methods etc. Also, the function of decision making is learnt. 3. Function of organizing is taught with focus on organization structure , both formal and informal 4. Students learn about the importance of Authority in an organization and requirement of delegation and difference between the two. Importance of coordination with focus on the techniques for effective coordination
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<p>Banking Theory Law & Practice</p>	<ol style="list-style-type: none"> 1. To understand the importance of banking and the recent trends in banking industry. 2. To enhance knowledge on practical operations of day to day banking. 	<ol style="list-style-type: none"> 1. Students are introduced to the basics of banking and the provisions of Banking Regulation Act for opening, closing and functioning of branches. 2. Meaning of central bank and the functions of Reserve bank of India along with the qualitative and quantitative techniques used for credit control. 3. Primary and secondary functions of commercial banks, process of credit creation and Modern day banking methods – Internet banking, credit cards, debit cards, ECS, RTGS are dealt with. 4. Students learn how to open bank accounts and the requirements for the same. Also. Importance of customer relations and need for a banking ombudsman incase of dispute are dealt. 5. Students learn about negotiable instruments and kinds like Cheques, bills of exchange.
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<p>PRINCIPLES OF E-COMMERCE</p>	<ol style="list-style-type: none"> 1. The basic objective is to bring in usage of electronics into commerce. 2. To provide understanding of the requirement needed for backend technologies. 3. The primary objective is to introduce the strategies needed for Web Marketing. 4. The main aim is to ease use of information exchange. 5. To educate about threats and ways to secure information. 	<ol style="list-style-type: none"> 1. Students learn the basics of e-commerce in IT and business. 2. Learnt about business to business and business to consumer relationship. 3. To learn about different networking concepts and type of networks. 4. Students learn about TCP/IP protocol and basic components of internet. 5. Students learn about marketing strategies, marketing segments. 6. Students learn to advertise on web and evaluate e-commerce technologies.
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		<ol style="list-style-type: none"> 7. Introduction to EDI, supply chain management. 8. Students learn the advantages and disadvantages of online payments. 9. Basic features of internet security policies, type of threat, computer security are covered. 10. Learn to communicate effectively using electronics.
<p>Personality Enrichment</p>	<ol style="list-style-type: none"> 1. To develop skills and techniques necessary for public speaking and personality development. 2. The course aims at building self confidence and enhance the self esteem and improve the overall personality of the students. 3. Power of positive thinking is inculcated in the students. 	<ol style="list-style-type: none"> 1. The students learn the importance of improving their personality and learn about the components and need for personality development. 2. Motivation as an attribute is learnt and inculcated in the students. 3. An overview of the current social and economic scenario is imparted to the students. 4. Rational decision making and nurturing creativity are the outcomes expected. 5. Students understand the importance of Positive thinking and traits of positive thinkers and how to follow a positive life style.

<p>Corporate accounting II</p>	<ol style="list-style-type: none"> 1. To understand the accounting standards and reporting practices 2. To gain knowledge on advanced accounting concepts with respect to companies. 	<ol style="list-style-type: none"> 1. Students learn about accounting standards and are also introduced to the concept of financial reporting. 2. Various types of merging of companies like amalgamation, absorption, external reconstruction are being covered. 3. Preparation of P&L and Balance sheet for banking and insurance companies are learnt by the students. 4. Concept of holding company and preparation of consolidated balance sheet is covered. 5. Students understand the concept of liquidation and method of calculating liquidators remuneration.
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<p>Company Law</p>	<ol style="list-style-type: none"> 1. To understand the provisions of companies act and its implications. 2. Aims at enhancing student knowledge about the secretarial practices followed in corporates and industries. 	<ol style="list-style-type: none"> 1. Students are introduced to Companies Act 2013 and its provisions. Also, the kinds of companies and role of promoters in incorporating a company are dealt with. 2. Various documents related to a company like MoA, AoA, Prospectus, and provision for alteration of documents are introduced to the students. 3. Rules and regulations for appointment of directors, qualification required, methods of acquiring membership, rights and liabilities of members are covered. 4. Latest trends in corporate governance are demonstrated. 5. Different kinds of meeting that happens in a company and kinds of resolutions that are passed are covered. Also, role of company secretary with respect to meetings is learnt. 6. Students learn about winding up of companies and procedure for winding up. Also, powers and liabilities of liquidators are learnt.
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<p>Business Environment</p>	<ol style="list-style-type: none"> 1. To introduce the concept of business environment and its impact on business decisions. 2. To enable the students to appreciate the importance of environment and its impact on business and society. 	<ol style="list-style-type: none"> 1. To enable the students to have an overview of business environment - political, social and global. 2. To impart knowledge on Political Environment –and Government and Business relationship in India 3. To gain knowledge on Social environment, Cultural heritage , social attitudes and impact of foreign culture. 4. To know about Economical Environment and planning system with focus on urbanization and Fiscal deficit. 5. To understand about Financial and technological Environment, Financial system, Commercial banks, RBI and stock exchange
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<p>Business Communication</p>	<ol style="list-style-type: none"> 1. To understand the importance of communication and methods to improve the same. 2. Aims at enhancing student understanding about the practical usage of business communication in corporate and industries. 	<ol style="list-style-type: none"> 1. Students learn the importance of business communication and the methods of communication. Also, introduction to business letter is done. 2. To learn the types of business letter in various context like interview, enquiry, sales letters. 3. Different letter forms like bank correspondence, insurance correspondence which are of practical importance are learnt. 4. Students learn how to write a report and its components like agenda, minutes of meeting, office order, circular etc. 5. Students demonstrate strong knowledge on latest trends in communication like e-mail – video conferencing – internet, creation of website and their utility.
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<p>Environmental studies</p>	<ol style="list-style-type: none"> 3. To understand the importance of environment and impact on human life. 4. To develop a sense of community responsibility by becoming aware of scientific issues in the larger social context. 	<ol style="list-style-type: none"> 6. To learn about the basic of environment and its composition. 7. To understand the value of our natural systems and to know how our ecosystems work in the order of nature 8. Students learn what is biodiversity and how to protect and preserve the same 9. Factors causing environmental pollution are being taught to the students 10. Current issues in the society in the environmental context are covered and the effects of human population on environment are being taught.
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<p>COMPUTING SKILL</p>	<ol style="list-style-type: none"> 1. To give brief introduction about the basic components of computers. 2. To introduce text manipulation and formatting of text documents. 3. To inculcate the convenient usage of advanced mathematical formulas and operations. 4. To make structured and attractive presentations that stands as a basic aid for communication. 5. To educate about the basic concepts of internet usage and organizing of data. 	<ol style="list-style-type: none"> 1. Students are introduced to the generation of computers, components and classification of computers. 2. Various input and output devices and its working principles are learnt. 3. Basic functions like opening, saving and closing a file are being taught. 4. Creating tables in word, inserting pictures from excel are learnt. 5. Formatting of documents and mail merge concepts are learnt. 6. Understanding the importance of file management, back up of files and folders, renaming of files and folders, basics of PowerPoint are covered.
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		<ol style="list-style-type: none"> 7. Operations on spreadsheet, creation, tabulation and formatting are learnt. 8. Mathematical functions and chart creation are learnt. 9. Students are introduced to basic networking topologies. 10. Surfing of internet, bookmarking, how to create email account and printing web page are learnt.
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<p style="text-align: center;">Cost Accounting – I</p>	<ol style="list-style-type: none"> 3. To understand and appreciate the scope and objective of cost accounting 4. To enhance student learning about cost concepts, material control and kinds of costing. 	<ol style="list-style-type: none"> 6. Students are introduced to Cost accounting, its objectives and scope, methods and techniques of cost accounting, difference between cost a/c and management a/c. 7. Basic elements of costs, classification of overheads, cost sheet, inventory classification are covered. 8. Students learn the purpose of material control, its importance and objectives, optimum order quantity, method of pricing – LIFO, FIFO, HIFO etc. 9. Meaning of overheads and method of distribution of primary and secondary overhead are covered. Also, machine hour rate calculations are covered. 10. Students understand about the concept of process costing along with basics of normal and abnormal loss and methods to ascertain inter process profit.
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<p>Human resources management</p>	<ol style="list-style-type: none"> 1. To understand the importance of human resource management and current trends in this area. 2. To enrich the knowledge base of the students about recruitment and Training. 	<ol style="list-style-type: none"> 1. To know the fundamentals of Human resource management – functions, scope, challenges, role of HRM. 2. Students learn about HR planning – objectives, tools and techniques and terms like Job evaluation, description, specification and Job analysis. 3. Methods of recruitment and selection and sources of recruitment and steps in recruitment are covered. 4. Meaning and principles of training, Evaluation and effectiveness of training program are learnt. 5. Meaning of performance appraisal, process and methods and latest trends in performance appraisal along with compensation and incentives for employees are covered.
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<p>Income Tax law &Practice – I</p>	<ol style="list-style-type: none"> 1. To introduce the operational definitions of Income tax and its related terms to the students. 2. To know about residential status and related provisions. 3. To understand the provisions relating to assessment and filing of return. 	<ol style="list-style-type: none"> 1. Students learn about the fundamentals of income tax and the scope of IT calculations and important terminologies. 2. Students are taught about the different heads of income with its components. 3. Student learn about computing annual value of house property and computation under different circumstances. 4. Topics related to allowable and non allowable expenses and provisions relating to income from business / profession are dealt with. 5. Students gain knowledge on assessment of income of individuals, company etc , filing of income tax return and about revised return procedures.
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<p>Marketing Management</p>	<ol style="list-style-type: none"> 1. To know the importance of marketing in current business scenario. 2. Introduce the students to online marketing and sales promotion techniques. 	<ol style="list-style-type: none"> 1. Students are introduced to the basics of marketing management , market orientation, marketing mix, and functions of marketing management. 2. Emerging issues in marketing like business ethics in marketing, cyber marketing, green marketing are covered. 3. Students learn about Product mix, product life cycle, its importance, pricing policies and methods to fix pricing. 4. The students exhibit strong understanding of the need for segmentation in business and factors influencing the same. Also, niche marketing is introduced as a concept. 5. Methods of sales promotion like advertising, salesmanship and ethics in this area are covered.
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<p>Entrepreneurial development</p>	<ol style="list-style-type: none"> 1. To introduce entrepreneurship to students community. 2. Introduce the students to different organizations supporting Entrepreneurship. 3. Increase the awareness of students about EDP programs and their role in economic growth. 	<ol style="list-style-type: none"> 1. Basics of entrepreneurship and qualities of entrepreneur and factors influencing entrepreneurship are taught. 2. To learn the ways entrepreneurial development can be implemented through various agencies like DIC, NSIC, SIDBI, SIDO, IDBI, IFCI. 3. Techniques of business idea generation and business opportunities and preparation of project report are learnt. 4. Meaning of entrepreneurial development programs, their role and relevance with achievements and role of government in organizing EDP are dealt. 5. Students gain knowledge on the role of entrepreneur in economic growth and changing approaches in economic scenario for small scale entrepreneurs.
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<p>Accounting for managerial decisions</p>	<ol style="list-style-type: none"> 1. To understand and analyse financial statement to help in managerial decision making. 2. To prepare statements like cash flow, funds flow, budgets etc., so as to assist the management to take meaningful and correct decisions. 	<ol style="list-style-type: none"> 1. Students learn the fundamentals of management accounting and its application and also pros and cons of different types of accounting. 2. Students gain knowledge on different ratios applicable in business and methods of calculating Profitability ratios, turnover ratios, financial ratios. 3. To learn about funds flow and cash flow statements and method of preparation of the same. Difference between funds flow and cash flow statements are covered. 4. Introducing the students to the topic of budget and importance of budgetary control, types of budget and practical utility of the same 5. Students learn about marginal costing and its application and are introduced to the concept of break even analysis.
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<p>Practical auditing</p>	<ol style="list-style-type: none"> 1. To appreciate the importance and scope of auditing in business. 2. To understand the steps involved in the audit of accounts. 3. To impart knowledge about provision of the companies act relating to the appointment, right, Duties and liabilities of an auditor. 	<ol style="list-style-type: none"> 1. Students learn the importance and kinds of auditing and its application 2. Terminologies like internal control, internal check and audit working paper and audit program and its requirement are being dealt. 3. Students understand the process of vouching and its implication in business. . 4. Students learn the qualification for a company auditor and procedure for his appointment and removal 5. Auditing in computerized environment and its utility in practical business is covered.
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<p>Financial services</p>	<ol style="list-style-type: none"> 1. To highlight the meaning and significance of the financial services available in the country. 2. To understand the role of financial service in the development of the capital market and the economy of the country. 	<ol style="list-style-type: none"> 1. Students are introduced to the concept of financial services, its importance and types of services available. 2. Student learn about merchant banking concept and are introduced to capital market. Students learn about stock exchange, its functions and about regulating authority SEBI. 3. Students are introduced to diverse forms of financing namely leasing and hire purchase systems. Different types of lease that are practiced are learnt. 4. To introduce the students to concepts like factoring, consumer finance, venture capital. Purpose of credit rating and requirement in today scenario are learnt. 5. Students learn about insurance and their types like life, marine, fire, motor, health insurance. Also, rules governing the same and the regulating authority IRDA are being covered in this topic.

<p>Income Tax Law & Practice – II</p>	<ol style="list-style-type: none"> 1. To understand the advanced provisions as per Income tax Act and assessment of return. 2. To gain knowledge about permissible deductions from gross total income. 	<ol style="list-style-type: none"> 1. Students learn to calculate short term and long term capital gains and their related deductions. 2. To understand the concept of income from other sources like gift, dividend etc and their computation. 3. Students gain knowledge on clubbing of income under 5 heads, transfer of income and calculating remuneration of family members and procedure for set off and carry forward. 4. To learn about the permissible deductions from gross total income as per sec 80C to 80 U 5. Basic knowledge on income assessment of individuals, association of persons, and partnership firms as prescribed by IT Act is demonstrated by the students.
<p>Financial Statement Analysis</p>	<ol style="list-style-type: none"> 1. To gain indepth knowledge in preparation and presentation of financial statements. 2. To acquaint the students with Financial reporting and related practices. 3. To provide an overview of Indian and international Accounting standards. 	<ol style="list-style-type: none"> 1. Students learn the importance, types and objectives of financial statement analysis. 2. To learn the techniques of analysis and interpretation of financial statements and trend analysis. 3. To introduce financial reporting and kinds of financial reports. 4. Students learn about the scope and importance of Accounting standards and the provisions of Ind-AS followed by the companies in India. 5. An overview of the financial reporting practices followed by banks and insurance companies is covered. Also, the students understand the need and importance of disclosure of accounting policies.

B.COM-COOPERATION

Program Specific Outcome:

PSO1 Understand the thorough practices and concepts of Co-operation and Finance

PSO2 Understand the management of cooperative societies by which the students can able to keep track on the profit and loss of a Co-operative society

PSO3 Apply the knowledge and skills acquired from the curriculum in preparing Financial statements of Co-operative societies.

PSO4 Demonstrate the knowledge of the understanding of the fundamental principle of managing a project and apply the same in one's own work as a member and as a leader of a team, to manage project in a multi disciplinary environment

SUBJECT	COURSE OBJECTIVES	COURSE OUTCOMES
<p>TAMIL- I LITERATURE AND LANGUAGE SKILLS</p>	<ol style="list-style-type: none"> 1. To Know The Importance Of Tamil Language 2. Patriotism Is The Essential In Every Man's Life. 3. To Teach The Human Values And Ethics. 4. To Make The Importance Of Unity In Diversity. 5. Highlighting The Bravery Of Freedom Fighters. 	<ol style="list-style-type: none"> 1. Learned The Speciality Of Tamil Language. 2. Gained The Knowledge And The Speciality Of Our Country. 3. To Highlight The Importance Of Unity. 4. To Remove The Enmity And To Cultivate Friendship. 5. To Know About The National Integration.
<p>ENGLISH – I</p>	<ol style="list-style-type: none"> 1. Students learn to develop our nation by freedom, development and to stand up to the world. 2. Youngsters to lookout smart species and make senses right. 3. To know the importance of environment to the present generation. 4. To have leisure and satisfaction in all the natural things. 5. To create an inward awareness and outward compassion. 	<ol style="list-style-type: none"> 1. It creates awareness amongst the Indian to contribute towards making our country a great one. 2. Helped the younger generation to prevent suicide. 3. Students practiced to plant and save trees. 4. Throws light on woman's daily chores, sufferings and gave peace. 5. Took a pledge they should make use of their skill for the betterment of humanity

<p>History, Theory And Practice Of Co-Operation</p>	<ol style="list-style-type: none"> 1. To Enable the Students to learn the Basic Principles of Co-operation 2. To orient their thoughts about evolution of cooperatives. 	<ol style="list-style-type: none"> 1. To understand and analyze the basic values and philosophy of cooperation with special focus on Rochdale principles. 2. To describe the key differences between cooperatives and other business economic systems. 3. To understand the history and evolution of cooperatives in foreign countries. 4. To study the Cooperative movement in India in the pre independence and post independence era, and functioning of various committees and act implemented in India. 5. To enable students to obtain knowledge about Cooperative education and training and the affiliated institutes for this purpose.
<p>Financial Accounting</p>	<ol style="list-style-type: none"> 1. To help the students gain sound understanding of basic accounting concepts and principles of the accounting process. 2. To familiarize the students with the method of preparing final Accounts for Sole Proprietorship concerns and Non-Trading organizations. 	<ol style="list-style-type: none"> 1. Students learn the basics of accounting concepts and preparation of final accounts for Sole proprietorship concern. 2. To inculcate the ability to rectify the errors arising at different stages of the Accounting Process. 3. Enable the students to prepare Bank reconciliation statements to identify and understand the timing difference between cash book accounting and pass book. 4. Students learn the types of depreciation and method of calculating depreciation and accounting treatment for the same. 5. Preparation of accounts on Single entry system in small organization along with difference between single and double entry system is covered.

<p>Economic Analysis</p>	<ol style="list-style-type: none"> 1. To understand the nature and scope of economics and its application. 2. To acquaint the students with the diverse economic functions. 	<ol style="list-style-type: none"> 1. Students learn the fundamentals of business economics and meaning of technical terms associated with economics. 2. To gain in- depth knowledge about the two key determinants – demand and supply of micro economics. 3. To examine the Market Structure and Role of Time Elements in different pricing strategies. 4. To gain knowledge about Theory of Production and to impart knowledge on Rent and Profit theory. 5. To understand about national income , Public finance and Indirect taxes
<p>General Awerness</p>	<ol style="list-style-type: none"> 1. To impart value system in the students minds. 2. To inculcate the qualities of self esteem and confidence which will attribute to their success of competitive Exams. 	<ol style="list-style-type: none"> 1. Students learn current affairs. 2. Students learn the importance of values which acts as guiding factor in day to day life. 3. Personal values like affection, compassion, gratitude, courage, optimism are taught to the students to improve their mind and personality. 4. Family values and importance of family bonding are understood by the students.
<p>ESSENTIALS OF LANGUAGE AND COMMUNICATION</p>	<ol style="list-style-type: none"> 1. To ensure that students imbibe natural flair for English language 2. To communicate without mistake. 3. To improve the four basic skills, listening, speaking, reading and writing. 4. To enrich their vocabulary. 5. To improve the fluency of students. 	<ol style="list-style-type: none"> 1. Individuals preparing for a job and students preparing for college or graduate entrance exams will benefit from a time tested review of basic skills. 2. Students developed their ability to think and to organize and communicated their ideas. 3. Students utilized reading and research for critical thinking. 4. Students developed college level vocabulary skills to enhance writing. 5. Improved spoken English language and organized basic grammar.

<p>TAMIL- II LITERATURE AND JOURNALISM</p>	<ol style="list-style-type: none"> 1. It Belongs To Saiva Samayam And Praises Namasivaya Manthiram. 2. Poem Which Praises Lord Shiva . 3. It Belongs To Vainava Samayam, Where Andal Describes Her Dream To Her Friend About Getting Married With Lord Perumal . 4. A Literature Portraying Lord Shiva As Everything And Every Being. 5. This Poem Narrates Philosophical Ideologies Of Life 	<ol style="list-style-type: none"> 1. Comprehended The Meaning Of Namasivaya Manthiram.. 2. Acquired Knowledge About The Greatness Of Lord Shiva . 3. Understand The Chronicle Of Lord Perumal And Describes The Ultimate Goal Of Life Is To Seek Surrender And Refuge At The Lord's Feet. 4. Acquired Knowledge About The Principle Of Saiva Sidantham. 5. Integrated The Philosophical Idea Of Life.
<p>ENGLISH – II</p>	<ol style="list-style-type: none"> 1. To define the qualities of a Good man. 2. To show the difference between western and ancient culture. 3. To glorify the virtue of forgiveness. 4. To exhort the quality of leadership. 5. To know the three stages of the technologies innovations. 	<ol style="list-style-type: none"> 1. Students gained good qualities how to treat victory and disaster. 2. Learnt what is good and bad in western and ancient cultures. 3. Achieved to forgive their fellowmen. 4. Understand to become a good leader. 5. Students learnt the fast stages of technology.
<p>COOPERATIVE FINANCE</p>	<ol style="list-style-type: none"> 1. To enable the students to learn the basic agricultural and non-agricultural credit system in India. 2. To provide indepth knowledge on the diverse co-operative banking system at various levels. 	<ol style="list-style-type: none"> 1. To gain knowledge about Evolution and structure of cooperative credit movement in India. 2. Attain knowledge on constitution & Functions of Primary agricultural Cooperative Credit Societies. 3. To know the constitution & Functions of District Central Co-operative Banks, State Co-operative Banks and National Federation Of State Cooperative Banks (NAFSCOBS) 4. To understand the constitution & Functions of Primary Agricultural and Rural Development Banks (PARD Banks) & State Agricultural and Rural Development Bank (SARD Banks). 5. To understand the constitution & Functions of Non Agricultural Cooperative Credit in the form of Urban Cooperative Banks, Employees Thrift and credit cooperatives, Industrial and Housing Cooperatives

<p>Management Accounting</p>	<ol style="list-style-type: none"> 1. To understand the scope and importance of management accounting. 2. Different kinds of financial statements and their utility are taught. 	<ol style="list-style-type: none"> 1. The students learn critically to analyze and provide recommendations to improve the operations of organizations through the application of management accounting techniques. 2. The students attain expertise about the fund flow and cash flow frameworks, budgeting systems and performance measurement systems. 3. It guides the students to know weightage of financial and non-financial information in decision making, control and performance evaluation applications of management accounting are dealt. 4. Students can attain skill to conduct financial analysis and appraisal of business. 5. To understand and analyze financial statement to help in managerial decision making. To prepare statements like Cash Flow, Fund Flow, Budgets etc.,
<p>Business Organisation</p>	<ol style="list-style-type: none"> 1. To enable the students to learn the scope, business combination and environment. 2. To provide an overview of start up business and sources of finance for business. 	<ol style="list-style-type: none"> 1. To obtain knowledge on Classification of Business, economic and business objectives of any successful business. 2. To analyze the various form of Business organizations functioning in India. 3. To gain knowledge on Start up a new business and factors and procedural aspects involved in locating the business. 4. To ascertain various sources of finance and methods of raising funds for different forms of business organization 5. To study the Function of Stock Exchanges and chambers of Commerce and their role in governing business enterprises.
<p>Insurance</p>	<ol style="list-style-type: none"> 1. To acquaint the students with the origin and scope of insurance along with types of insurance. 2. To impart the fundamentals of life insurance and the regulating bodies 	<ol style="list-style-type: none"> 4. Origin of insurance and features, principles, types are covered. 5. To know about life insurance, principles and types of policies in fire, marine and life insurance. 6. Students learn about regulating authorities governing the insurance companies

	associated with insurance.	
ESSENTIALS OF SPOKEN AND PRESENTATION SKILLS.	<ol style="list-style-type: none"> 1. Students to speak correct English. 2. To chisel the presentation skills. 3. To improve their body language. 4. To boost the confidence of the students. 5. Giving them chance to present on various topics. 	<ol style="list-style-type: none"> 1. Developed abilities promises a double pay off in the business world. 2. Gained appropriate behaviors and effective communication. 3. Improved in their dress code. 4. Confidently faced interviews. 5. Learnt good English and prospered in professional and personal lives.
TAMIL- III LITERATURE AND TRANSLATION	<ol style="list-style-type: none"> 1. To Know How To Ask Questions And Thanks Giving. 2. To Know About Moral Thoughts. 3. To Teach About Human Values And Ethics. 4. To Highlight The Importance Of Good Manners. 5. Highlighting The good Deeds. 	<ol style="list-style-type: none"> 1. We Should Not Forget Who Stood By Ourside During Hard time. 2. To Do Good Things We Should Be With Good People. 3. Realised Education Is Important In Life. 4. Acquired Knowledge About Good Deeds.
ENGLISH – III	<ol style="list-style-type: none"> 1. To read the play and to use the critical thinking skills. 2. To regain his confidence and strength in Lady Macbeth. 3. Reveals the psychology of the woman towards her life partner. 4. To cherish a belief in god without accepting all religious dogmas. 5. To promote amity, peace and understanding. 	<ol style="list-style-type: none"> 1. Developed in reading skills, learnt to respond to the text. 2. Gained to achieve the goal. Unwomanly nature puts his manliness to shame. 3. Revealed the apprehensions of wives about their husbands in presence of strange pretty girls. 4. Believed that god will see to it that the guilty will be eventually punished. 5. Accepted the trials and tribulations by the wisdom of the old and the energy of the young should go together.
Non-Credit Cooperatives	<ol style="list-style-type: none"> 1. To enable the students to understand and appreciate the need and importance of co-operative marketing societies in India. 2. The course aims to provide indepth understanding of Non credit co-operative 	<ol style="list-style-type: none"> 1. To gain knowledge about Origin of cooperative marketing societies in India and role and Function of Marketing societies at various levels. 2. To study about the importance of Dairy Cooperatives in India and structure and functions of dairy co-operatives. 3. To analyze the constitution & Functions of Industrial

	societies.	<p>Cooperatives & Handloom weaver's cooperatives at Primary and State level.</p> <p>4. To attain knowledge about constitution & Functions of Consumer cooperatives at Primary, district, state and national level & Latest trends in public distribution system.</p> <p>5. To know about the constitution & Functions of Production and processing cooperatives namely co-operative sugar factories and co-operative spinning mills.</p>
Cost Accounting	<ol style="list-style-type: none"> 1. To understand and appreciate the scope and objective of cost accounting 2. To enhance student learning about cost concepts, material control and kinds of costing. 	<ol style="list-style-type: none"> 1. Students are introduced to Cost accounting, its objectives and scope, methods and techniques of cost accounting, difference between cost a/c and management a/c. 2. Basic elements of costs, classification of overheads, cost sheet, inventory classification are covered. 3. Students learn the purpose of material control, its importance and objectives, optimum order quantity, method of pricing – LIFO, FIFO, HIFO etc. 4. Meaning of overheads and method of distribution of primary and secondary overhead are covered. Also, machine hour rate calculations are covered. 5. Students understand about the concept of process costing along with basics of normal and abnormal loss and methods to ascertain inter process profit.
Business Statistics for Cooperatives	<ol style="list-style-type: none"> 1. To exhibit representation of data statistically along with measures of central tendency and dispersion. 2. To understand the real purpose of statistical methods and its application in business and research. 	<ol style="list-style-type: none"> 1. To understand the importance and application of statistics. 2. Outline the graphic and diagrammatic presentation of frequency distribution. 3. To know about statistical measures such as Mean, Median and Mode for analysis and interpretation of data. 4. Analyze the different measures of dispersion that are useful in

		<p>the field of research.</p> <p>5. To construct the different measure of skewness and kurtosis</p>
<p>Personality Enrichment</p>	<ol style="list-style-type: none"> 1. To develop skills and techniques necessary for public speaking and personality development. 2. The course aims at building self confidence and enhance the self esteem and improve the overall personality of the students. 3. Power of positive thinking is inculcated in the students. 	<ol style="list-style-type: none"> 1. The students learn the importance of improving their personality and learn about the components and need for personality development. 2. Motivation as an attribute is learnt and inculcated in the students. 3. An overview of the current social and economic scenario is imparted to the students. 4. Rational decision making and nurturing creativity are the outcomes expected. 5. Students understand the importance of Positive thinking and traits of positive thinkers and how to follow a positive life style.
<p>TAMIL- IV LITERATURE AND MASS COMMUNICATIO N</p>	<ol style="list-style-type: none"> 1. To Know About Life Style Of Ancient Tamil People 2. To Know About Life Culture Of Ancients Tamil People 3. To Know About Life Culture Of Ancients Tamil People 4. To Know About Dynasty Of Ancient Tamil Kings 5. To Know About Pride Of Lord Thirumal 	<ol style="list-style-type: none"> 1. To Know About Sangam Literature And Life Style Of Sangam People 2. To Know About Creativity And Language Skills Of Sangam Age Poets. 3. To Know About Trust And Believes Of Sangam Age People 4. To Know About Valiancy, Victory, Charity Of Ancient Tamil Kings 5. To Know About Religious Information Of Ancient Tamil People
<p>ENGLISH – IV</p>	<ol style="list-style-type: none"> 1. To do good and to follow the principles. 2. Not to hurt others by words or actions. To control Adam teasing and eve teasing. 3. Comprehension gives you practice in reading and understanding. 	<ol style="list-style-type: none"> 1. Done it consciously followed the principles and the different scriptures shown the means of attaining virtue. 2. Learnt to follow proper dress code and listened advices. 3. Students practiced reading skills in the class room. Created interest in reading.

	<ol style="list-style-type: none"> 4. To express their social behavior in the form of greeting, request, apology. 5. To check the writing skills. 	<ol style="list-style-type: none"> 4. Made to behave and followed the social expressions. They started using the form of greetings in their daily conversation. 5. Wrote the free composition.
Cooperative Management	<ol style="list-style-type: none"> 1. To enable the students to learn the basic functions, principles and concept of Management. 2. The course aims to provide detailed knowledge of Co-operative management principles and decision making. 	<ol style="list-style-type: none"> 1. Students learn the fundamentals of management and its extent of application. Scientific management theories are being covered. 2. To learn the management function of planning, its importance, forms and different types like policies, procedures, methods etc. 3. Students learn about the importance of Authority in an organization and requirement of delegation and difference between the two. Also, introducing the students to leadership styles along with motivational theories. 4. To study the principles of cooperative management and Decision making in Cooperatives. 5. To enhance the knowledge about Organization and management of cooperatives. Also, staffing and control function with respect to co-operatives are covered.
Income Tax law &Practice	<ol style="list-style-type: none"> 1. To introduce the operational definitions of Income tax and its related terms to the students. 2. To know about residential status and related provisions. 3. To understand the provisions relating to assessment and filing of return. 	<ol style="list-style-type: none"> 1. Students learn about the fundamentals of income tax and the scope of IT calculations and important terminologies. 2. Students are taught about the different heads of income with its components. 3. Student learn about computing annual value of house property and computation under different circumstances. 4. Topics related to allowable and non allowable expenses and provisions relating to income from business /

		<p>profession are dealt with.</p> <p>5. Students gain knowledge on assessment of income of individuals, company etc , filing of income tax return and about revised return procedures.</p>
COMPUTER APPLICATION TO COOPERATIVES	<ol style="list-style-type: none"> 1. Apply computer resources for use in business and academics. 2. Construct business and academic documents using Microsoft Word. 3. To Create spreadsheets with formulas and graphs using Microsoft Excel. 4. Develop presentations containing animation and graphics using Microsoft PowerPoint. 5. Integrate Microsoft Office applications for use in business. 	<ol style="list-style-type: none"> 1. Gain familiarity with the concepts and terminology used in the development, implementation and operation of business computer applications. 2. Explore various methods where Information Technology can be used to support existing businesses and strategies. 3. Investigate emerging technology in shaping new processes, strategies and business models. 4. Achieve hands-on experience with productivity/application software to enhance business activities. 5. Accomplish projects utilizing business theories, teamwork, Internet resources and computer technology. 6. Work with simple design and development tasks for the main types of business systems. 7. To introduce the students about basics of MS-Office and to provide practical knowledge exposure to MS- Word 8. To provide practical knowledge exposure MS-Excel 9. To provide practical knowledge exposure MS- Power Point
ENVIRONMENTAL STUDIES	<ol style="list-style-type: none"> 1. To understand the importance of environment and impact on human life. 2. To develop a sense of community responsibility by becoming aware of scientific issues in the larger social context. 	<ol style="list-style-type: none"> 1. To learn about the basic of environment and its composition. 2. To understand the value of our natural systems and to know how our ecosystems work in the order of nature 3. Students learn what is biodiversity and how to protect and preserve the same 4. Factors causing environmental pollution are being taught to the students 5. Current issues in the society in the environmental

		context are covered and the effects of human population on environment are being taught.
COMPUTING SKILL	<ol style="list-style-type: none"> 1. To give brief introduction about the basic components of computers. 2. To introduce text manipulation and formatting of text documents. 3. To inculcate the convenient usage of advanced mathematical formulas and operations. 4. To make structured and attractive presentations that stands as a basic aid for communication. 5. To educate about the basic concepts of internet usage and organizing of data. 	<ol style="list-style-type: none"> 1. Students are introduced to the generation of computers, components and classification of computers, various input and output devices. 2. Basic functions like opening, saving and closing a file are being taught. Creating tables in word, inserting pictures from excel, formatting of documents, mail merge concepts are taught 3. Understanding the importance of file management, back up of files and folders, renaming of files and folders, basics of powerpoint are covered. 4. Operations on spreadsheet, creation, tabulation, formatting, mathematical functions, chart creation are covered. 5. Students are introduced to basic networking topologies, surfing of internet, bookmarking, how to create email account, printing web page.
COOPERATIVE LAW	<ol style="list-style-type: none"> 1. To understand the provisions of Cooperative act and its implications. 2. Aims at enhancing student knowledge about the practices followed in Cooperative organisation. 	<ol style="list-style-type: none"> 1. Students are introduced to Cooperative Act 1904,1912,1983 and 2012 and its provisions. Also, the kinds of Cooperative organisation and role of promoters in Cooperatives. 2. Various documents related to a cooperatives like By-law, MoA, AoA, Prospectus, and provision for alteration of documents are introduced to the students. 3. Rules and regulations for appointment of directors, qualification required, methods of acquiring membership, rights and liabilities of members are covered. 4. Different kinds of meeting that happens in a cooperative and kinds of resolutions that are passed are covered. Also,

		<p>role of cooperative organisation with respect to meetings is learnt.</p> <p>5. Students learn about winding up of companies and procedure for winding up. Also, powers and liabilities of liquidators are learnt.</p>
<p>Banking Theory Law & Practice</p>	<ol style="list-style-type: none"> 1. To understand the importance of banking and the recent trends in banking industry. 2. To enhance knowledge on practical operations of day to day banking. 	<ol style="list-style-type: none"> 1. Students are introduced to the basics of banking and the provisions of Banking Regulation Act for opening, closing and functioning of branches. 2. Meaning of central bank and the functions of Reserve bank of India along with the qualitative and quantitative techniques used for credit control. 3. Primary and secondary functions of commercial banks, process of credit creation and Modern day banking methods – Internet banking, credit cards, debit cards, ECS, RTGS are dealt with. 4. Students learn how to open bank accounts and the requirements for the same. Also. Importance of customer relations and need for a banking ombudsman incase of dispute are dealt. 5. Students learn about negotiable instruments and kinds like Cheques, bills of exchange.
<p>Entrepreneursh ip development</p>	<ol style="list-style-type: none"> 1. To introduce entrepreneurship to students community. 2. Introduce the students to different organizations supporting Entrepreneurship. 3. Increase the awareness of students about EDP programs and their role in economic growth. 	<ol style="list-style-type: none"> 1. Basics of entrepreneurship and qualities of entrepreneur and factors influencing entrepreneurship are taught. 2. To learn the ways entrepreneurial development can be implemented through various agencies like DIC, NSIC, SIDBI, SIDO, IDBI, IFCI. 3. Techniques of business idea generation and business opportunities and preparation of project report are learnt. 4. Meaning of entrepreneurial development programs, their role and relevance with achievements and role of government in organizing EDP are dealt. 5. Students gain knowledge on the role of entrepreneur

		in economic growth and changing approaches in economic scenario for small scale entrepreneurs.
Computer applications – Tally	<ol style="list-style-type: none"> 1. The students are introduced to computerized accounting environment. 2. Knowledge of Tally, computerized accounting software is imparted to the students. 3. To train the students in preparations of final accounts and other financial statements in Tally. 	<ol style="list-style-type: none"> 1. Students learn the basics of tally and importance of tally in today’s computerized environment. 2. Students learn how to create company accounts using tally and about function keys and shortcut keys. 3. To know about voucher entry, payment voucher, receipt voucher, credit and debit note. 4. Students learn how to create single and multiple ledgers, group creation, budget, inventory groups and other functions. 5. Students learn to prepare final accounts in tally along with cash flow statements and inventory analysis reports.
Practical training Phare - I	<ol style="list-style-type: none"> 1. To explore Different area of your program in depth. 2. To work independently on your own initiative. 3. To gather information in a thorough and rigorous manner . 4. To process and integrate material in sustained exercise of intellectual ordering 5. To produce a coherent, literary document 	<ol style="list-style-type: none"> 1. Student learn different cooperative setup. 2. Students will acquire the ability to make links across different areas of knowledge and to generate, develop and evaluate ideas and information so as to apply these skills to the project task. 3. Students will acquire the skills to communicate effectively and to present ideas clearly and coherently to specific audience in both the written and oral forms. 4. Students will analyse data and synthesize research findings.
Value education	<ol style="list-style-type: none"> 1. To impart value system in the students minds. 2. To inculcate the qualities of self esteem and confidence which will attribute to their 	<ol style="list-style-type: none"> 1. Students learn the importance of values which acts as guiding factor in day to day life. 2. Personal values like affection, compassion, gratitude, courage, optimism are taught to the students to improve

	success	<p>their mind and personality.</p> <p>3. Family values and importance of family bonding are understood by the students.</p> <p>4. Students understand the difference between self esteem and ego and the harmful effects of Anger.</p>
Cooperative Administration & Audit	<p>1. To appreciate the importance and scope of Cooperative Administration and auditing.</p> <p>2. To understand the steps involved in the audit of accounts.</p> <p>3. To impart knowledge about provision of the companies act relating to the appointment, right, Duties and liabilities of Administration and an auditor</p>	<p>1. Students learn the importance and kinds of Administration and auditing and its application</p> <p>2. Terminologies like internal control, internal check and Cooperative audit working paper and audit program and its requirement are being dealt.</p> <p>3. Students understand the process of vouching and its implication in business. .</p> <p>4. Students learn the qualification for a Cooperative auditor and procedure for his appointment and removal</p>
Business Law	<p>3. To understand the basics of laws and regulations applied in business.</p> <p>4. Aims at imparting fundamentals of business laws with Special reference to Indian contract act and its provisions.</p>	<p>1. Students learn the legal aspects of general contract and special contracts.</p> <p>2. Basics of Indian contract Act, types of contracts, offer and acceptance are understood.</p> <p>3. Performance of contract and discharge of contract are covered.</p> <p>4. To understand the rights and duties of an agent and principal.</p> <p>5. Meaning of indemnity and guarantee, bailment and pledge, creation of Agency along with rights, duties and liabilities and Termination are covered.</p> <p>6. Sale of goods act including formation of contract of sale, and rights of an unpaid seller are learnt.</p> <p>7. To enable the students to learn the contracts in day to day life for business and profession</p>
Office	<p>1. To provide first hand knowledge to the students about functioning of an office and importance of office management.</p>	<p>1.To introduce the students to the functioning of modern office and Role of manager in office.</p> <p>2.To provide knowledge about Design Management and</p>

<p>Management</p>	<ol style="list-style-type: none"> 2. To understand the importance of office systems and procedures. 3. To introduce the students to various equipments and technologies used in modern office environment. 	<p>Office Stationery .</p> <ol style="list-style-type: none"> 3.To impart knowledge on Records Management and filing systems. 4.To expose the students to office supervision and to familiarize the students about latest Technologies in offices. 5.To learn the methods of cost reduction at office .
<p>PRINCIPLES OF MARKETING</p>	<ol style="list-style-type: none"> 1. The objective is to help the students understand the fundamental concepts and principles of Marketingt. 2. To understand the process by which products/services are planned, priced, promoted and distributed. 3. To understand the relationship of marketing as a key element of organization strategy and behavior. 4. To develop their analytical skills, conceptual abilities and substantive knowledge in the aforesaid field along with the practical exposure. 5. To make him to appreciate the need for marketing science in the modern business world 	<ol style="list-style-type: none"> 1. Students will be able to state the role and functions of marketing within a range of organisations. 2. It evaluates the impact of changing global, political, economic, competitive, environmental, cultural and social systems on marketing strategy development. 3. It describes the key marketing concepts, theories and techniques for analysing a variety of marketing situations. 4. Identify and demonstrate the dynamic nature of the environment in which marketing decisions are taken and appreciate the implications for marketing strategy determination and implementation. 5. Use written formats to communicate marketing outcomes 6. Analyse the relevance of marketing concepts and theories in evaluating the impacts of environmental changes on marketing planning, strategies and practices. 7. Demonstrate the ability to carry out a research project that explores marketing planning and strategies for a specific marketing situation. 8. Synthesise ideas into a marketing plan. 9. Demonstrate the ability to justify marketing strategies and advocate a strategically 10. informed position when considering marketing plan implementation

<p>Practical training Phare - II</p>	<ol style="list-style-type: none"> 1. To explore one area of your program in depth. 2. To work independently on your own initiative. 3. To gather information in a thorough and rigorous manner . 4. To process and integrate material in sustained exercise of intellectual ordering 5. To produce a coherent, literary document 	<ol style="list-style-type: none"> 1. Students will acquire the ability to make links across different areas of knowledge and to generate, develop and evaluate ideas and information so as to apply these skills to the project task. 2. Students will acquire the skills to communicate effectively and to present ideas clearly and coherently to specific audience in both the written and oral forms. 3. Students will analyse data and synthesize research findings. 4. Students can demonstrate a capacity to communicate research results clearly, cmphrensively and persuasively
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B.COM-CORPORATE SECRETARYSHIP

PROGRAM SPECIFIC OUTCOME:

PSO1. Understand the nature and basic concepts of finance, accounting and Administration

PSO2. Analyze the administrative and Secretarial practices which constitutes effectiveness to the business.

PSO3. Determine the procedures and schedules to be followed on office administration.

PSO4. Understand the application of secretarial practices in both theoretical and practical aspects.

SUBJECT	COURSE OBJECTIVES	COURSE OUTCOME
<p>Tamil- I Literature and Language Skills</p>	<ol style="list-style-type: none"> 1. To Know The Importance Of Tamil Language 2. Patriotism Is The Essential in Every Man’s Life. 3. To Teach The Human Values And Ethics. 4. To Make The Importance Of Unity In Diversity. 5. Highlighting the Bravery Of Freedom Fighters. 	<ol style="list-style-type: none"> 1. Learned the Speciality of Tamil Language. 2. Gained The Knowledge And The Speciality of our Country. 3. To Highlight The Importance of Unity. 4. To Remove The Enemity And To Cultivate Friendship. 5. To Know About The National Integration.
<p>ENGLISH – I</p>	<ol style="list-style-type: none"> 1. Students learn to develop our nation by freedom, development and to stand up to the world. 2. Youngsters to lookout smart species and make senses right. 3. To know the importance of environment to the present generation. 4. To have leisure and satisfaction in all the natural things. 5. To create an inward awareness and outward compassion. 	<ol style="list-style-type: none"> 1. It creates awareness amongst the Indian to contribute towards making our country a great one. 2. Helped the younger generation to prevent suicide. 3. Students practiced to plant and save trees. 4. Throws light on woman’s daily chores, sufferings and gave peace. 5. Took a pledge they should make use of their skill for the betterment of humanity
<p>Financial Accounting – I</p>	<ol style="list-style-type: none"> 1. To help the students gain sound understanding of basic accounting concepts and principles of the accounting process. 2. To familiarize the students with the method of preparing final Accounts for 	<ol style="list-style-type: none"> 1. Students learn the basics of accounting concepts and preparation of final accounts for Sole proprietorship concern. 2. To inculcate the ability to rectify the errors arising at different stages of the Accounting Process. 3. Enable the students to prepare Bank reconciliation

	Sole Proprietorship concerns and Non-Trading organizations.	<p>statements to identify and understand the timing difference between cash book accounting and pass book.</p> <ol style="list-style-type: none"> Students learn the types of depreciation and method of calculating depreciation and accounting treatment for the same. Preparation of accounts on Single entry system in small organization along with difference between single and double entry system is covered.
Business Management	<ol style="list-style-type: none"> To enable the students to appreciate the contribution made by management thinkers towards the basic principles and function of management. To provide opportunities to apply the general function of management in day today managerial practice. 	<ol style="list-style-type: none"> Students learn the fundamentals of management and its extent of application. Scientific management theories are being covered. To learn the management function of planning, its importance, forms and different types like policies, procedures, methods etc. Also, the function of decision making is learnt. Function of organizing is taught with focus on organization structure , both formal and informal Students learn about the importance of Authority in an organization and requirement of delegation and difference between the two. Importance of coordination with focus on the techniques for effective coordination
Banking and Financial Services	<ol style="list-style-type: none"> To understand the importance of banking and the recent trends in banking industry. To enhance knowledge on practical operations of day to day banking. 	<ol style="list-style-type: none"> Students are introduced to the basics of banking and the provisions of Banking Regulation Act for opening, closing and functioning of branches. Meaning of central bank and the functions of Reserve bank of India along with the qualitative and quantitative techniques used for credit control. Primary and secondary functions of commercial banks, process of credit creation and Modern day banking methods – Internet banking, credit cards, debit cards, ECS, RTGS are dealt with. Students learn how to open bank accounts and the requirements for the same. Also. Importance of

		customer relations and need for a banking ombudsman incase of dispute are dealt. 5. Students learn about negotiable instruments and kinds like Cheques, bills of exchange.
Non – Major Elective: Basics of Retail Marketing	<ol style="list-style-type: none"> To expose the students to various trend in retail business. To provide the basic understanding of broad set of specialized activities and techniques in managing retail business. To motivate the students to take up retailing business as a carrier. 	<ol style="list-style-type: none"> Basics of retailing, meaning of retail marketing, and growth of retailing are covered. Students learn about functions of retailing and types of retailing with characteristics. The factors influencing retail location like branding, labeling and Franchising are taught. Methods of communication tools in retailing like window display, advertisement are covered. Fundamentals of supply chain management along with importance of IT in retailing is covered.
Tamil- II Literature And Journalism	<ol style="list-style-type: none"> It Belongs To Saiva Samayam And Praises Namasivaya Manthiram. Poem Which Praises Lord Shiva . It Belongs To Vainava Samayam, Where Andal Describes Her Dream To Her Friend About Getting Married With Lord Perumal . A Literature Portraying Lord Shiva As Everything And Every Being. This Poem Narrates Philosophical Ideologies Of Life. 	<ol style="list-style-type: none"> Comprehended The Meaning Of Namasivaya Manthiram.. Acquired Knowledge About The Greatness Of Lord Shiva . Understand The Chronicle Of Lord Perumal And Describes The Ultimate Goal Of Life Is To Seek Surrender And Refuge At The Lord's Feet. Acquired Knowledge About The Principle Of Saiva Sidantham. Integrated The Philosophical Idea Of Life.
ENGLISH – II	<ol style="list-style-type: none"> To define the qualities of a Goodman. To show the difference between western and ancient culture. To glorify the virtue of forgiveness. To exhort the quality of leadership. To know the three stages of the technologies innovations. 	<ol style="list-style-type: none"> Students gained good qualities how to treat victory and disaster. Learnt what is good and bad in western and ancient cultures. Achieved to forgive their fellowmen. Understand to become a good leader. Students learnt the fast stages of technology.
Financial	<ol style="list-style-type: none"> To understand the accounting procedure 	<ol style="list-style-type: none"> To know the dependent branches and stock and

<p>Accounting – II</p>	<p>for different kinds of business like – branch, Hire purchase, Installment, Department and Royalty Accounts.</p> <ol style="list-style-type: none"> Enhance the students’ learning about Accounting Procedure for dissolution of partnership under different methods 	<p>debtors system and method of branch accounting.</p> <ol style="list-style-type: none"> To understand the basis for allocation of expenses and understand inter departmental transfer. To gain knowledge on the accounting treatment of Hire purchase & Installment purchase system. Concepts of partnership accounts along with treatment of goodwill and accounting on admission and retirement of partners is learnt. Methods of dissolution of partnership and distribution of profits between the partners are learnt
<p>Business Environment</p>	<ol style="list-style-type: none"> To introduce the concept of business environment and its impact on business decisions. To enable the students to appreciate the importance of environment and its impact on business and society. 	<ol style="list-style-type: none"> To enable the students to have an overview of business environment - political, social and global. To impart knowledge on Political Environment –and Government and Business relationship in India To gain knowledge on Social environment, Cultural heritage , social attitudes and impact of foreign culture. To know about Economic Environment and planning system with focus on urbanization and Fiscal deficit. To understand about Financial and technological Environment, Financial system, Commercial banks, RBI and stock exchange
<p>Office Management</p>	<ol style="list-style-type: none"> To provide firsthand knowledge to the students about functioning of an office and importance of office management. To understand the importance of office systems and procedures. To introduce the students to various equipment’s and technologies used in modern office environment. 	<ol style="list-style-type: none"> To introduce the students to the functioning of modern office and Role of manager in office. To provide knowledge about Design Management and Office Stationery. To impart knowledge on Records Management and filing systems. To expose the students to office supervision and to familiarize the students about latest Technologies in offices.

		5. To learn the methods of cost reduction at office.
Fundamentals of Insurance	<ol style="list-style-type: none"> 1. To acquaint the students with the origin and scope of insurance along with types of insurance. 2. To impart the fundamentals of life insurance and the regulating bodies associated with insurance. 	<ol style="list-style-type: none"> 1. Origin of insurance and features, principles, types are covered. 2. To know about life insurance, principles and types of policies in fire, marine and life insurance. 3. Students learn about regulating authorities governing the insurance companies
Tamil- III Literature And Translation	<ol style="list-style-type: none"> 1. To Know How To Ask Questions And Thanks Giving. 2. To Know About Moral Thoughts. 3. To Teach About Human Values And Ethics. 4. To Highlight The Importance Of Good Manners. 5. Highlighting Thegood Deeds. 	<ol style="list-style-type: none"> 1. We Should Not Forget Who Stood By Ourside During Hardtime. 2. To Do Good Things We Should Be With Good People. 3. Realised Education Is Important In Life. 4. Acquired Knowledge About Good Deeds.
ENGLISH – III	<ol style="list-style-type: none"> 1. To read the play and to use the critical thinking skills. 2. To regain his confidence and strength in Lady Macbeth. 3. Reveals the psychology of the woman towards her life partner. 4. To cherish a belief in god without accepting all religious dogmas. 5. To promote amity, peace and understanding. 	<ol style="list-style-type: none"> 1. Developed in reading skills, learnt to respond to the text. 2. Gained to achieve the goal. Unwomanly nature puts his manliness to shame. 3. Revealed the apprehensions of wives about their husbands in presence of strange pretty girls. 4. Believed that god will see to it that the guilty will be eventually punished. 5. Accepted the trials and tribulations by the wisdom of the old and the energy of the young should go together.
Corporate Accounting I	<ol style="list-style-type: none"> 1. To understand the accounting procedure for companies with respect to issue of shares and their treatment 2. To impart knowledge about the 	<ol style="list-style-type: none"> 1. To provide fundamental knowledge about types of shares and methods of issuing shares on par ,premium and discount. 2. To enhance student learning about accounting

	preparation of company final accounts.	<p>treatment adopted for raising funds and redeeming them.</p> <ol style="list-style-type: none"> Fundamentals of redemption of shares and debentures are covered. Students will learn the preparation of company final accounts and computation of managerial remuneration. To know about valuation of goodwill and shares and different kinds of valuation of the same. Meaning of internal reconstruction and ways of alteration and reduction of share capital are covered.
Business Law	<ol style="list-style-type: none"> To understand the basics of laws and regulations applied in business. Aims at imparting fundamentals of business laws with Special reference to Indian contract act and its provisions. 	<ol style="list-style-type: none"> Students learn the legal aspects of general contract and special contracts. Basics of Indian contract Act, types of contracts, offer and acceptance are understood. Performance of contract and discharge of contract are covered. To understand the rights and duties of an agent and principal. Meaning of indemnity and guarantee, bailment and pledge, creation of Agency along with rights, duties and liabilities and Termination are covered. Sale of goods act including formation of contract of sale, and rights of an unpaid seller are learnt. To enable the students to learn the contracts in day to day life for business and profession
Soft skills – III Personality Enrichment	<ol style="list-style-type: none"> To develop skills and techniques necessary for public speaking and personality development. The course aims at building self-confidence and enhance the self-esteem and improve the overall personality of the students. Power of positive thinking is inculcated in the students. 	<ol style="list-style-type: none"> The students learn the importance of improving their personality and learn about the components and need for personality development. Motivation as an attribute is learnt and inculcated in the students. An overview of the current social and economic scenario is imparted to the students. Rational decision making and nurturing creativity are the outcomes expected. Students understand the importance of Positive

		thinking and traits of positive thinkers and how to follow a positive life style.
Tamil- IV	<ol style="list-style-type: none"> 1. To Know About Life Style Of Ancient Tamil People 2. To Know About Life Culture Of Ancients Tamil People 3. To Know About Life Culture Of Ancients Tamil People 4. To Know About Dynasty Of Ancient Tamil Kings 5. To Know About Pride Of Lord Thirumal 	<ol style="list-style-type: none"> 1. To Know About Sangam Literature And Life Style Of Sangam People 2. To Know About Creativity And Language Skills Of Sangam Age Poets. 3. To Know About Trust And Believes Of Sangam Age People 4. To Know About Valiancy, Victory, Charity Of Ancient Tamil Kings 5. To Know About Religious Information Of Ancient Tamil People
ENGLISH – IV	<ol style="list-style-type: none"> 1. To do good and to follow the principles. 2. Not to hurt others by words or actions. To control Adam teasing and eve teasing. 3. Comprehension gives you practice in reading and understanding. 4. To express their social behavior in the form of greeting, request, apology. 5. To check the writing skills. 	<ol style="list-style-type: none"> 1. Done it consciously followed the principles and the different scriptures shown the means of attaining virtue. 2. Learnt to follow proper dress code and listened advices. 3. Students practiced reading skills in the class room. Created interest in reading. 4. Made to behave and followed the social expressions. They started using the form of greetings in their daily conversation. 5. Wrote the free composition.

<p>Corporate Accounting II</p>	<ol style="list-style-type: none"> 1. To understand the accounting standards and reporting practices 2. To gain knowledge on advanced accounting concepts with respect to companies. 	<ol style="list-style-type: none"> 1. Students learn about accounting standards and are also introduced to the concept of financial reporting. 2. Various types of merging of companies like amalgamation, absorption, external reconstruction are being covered. 3. Preparation of P&L and Balancesheet for banking and insurance companies are learnt by the students. 4. Concept of holding company and preparation of consolidated balance sheet is covered. 5. Students understand the concept of liquidation and method of calculating liquidators remuneration.
<p>Business Communication</p>	<ol style="list-style-type: none"> 1. To understand the importance of communication and methods to improve the same. 2. Aims at enhancing student understanding about the practical usage of business communication in corporate and industries. 	<ol style="list-style-type: none"> 1. Students learn the importance of business communication and the methods of communication. Also, introduction to business letter is done. 2. To learn the types of business letter in various context like interview, enquiry, sales letters. 3. Different letter forms like bank correspondence, insurance correspondence which are of practical importance are learnt. 4. Students learn how to write a report and its components like agenda, minutes of meeting, office order, circular etc. 5. Students demonstrate strong knowledge on latest trends in communication like e-mail – video conferencing – internet, creation of website and their utility.

<p>Environmental studies</p>	<ol style="list-style-type: none"> 1. To understand the importance of environment and impact on human life. 2. To develop a sense of community responsibility by becoming aware of scientific issues in the larger social context. 	<ol style="list-style-type: none"> 1. To learn about the basic of environment and its composition. 2. To understand the value of our natural systems and to know how our ecosystems work in the order of nature 3. Students learn what is biodiversity and how to protect and preserve the same 4. Factors causing environmental pollution are being taught to the students 5. Current issues in the society in the environmental context are covered and the effects of human population on environment are being taught.
<p>Soft Skill – IV Computing Skills</p>	<ol style="list-style-type: none"> 1. To give brief introduction about the basic components of computers. 2. To introduce text manipulation and formatting of text documents. 3. To inculcate the convenient usage of advanced mathematical formulas and operations. 4. To make structured and attractive presentations that stands as a basic aid for communication. 5. To educate about the basic concepts of internet usage and organizing of data. 	<ol style="list-style-type: none"> 1. Students are introduced to the generation of computers, components and classification of computers, various input and output devices. 2. Basic functions like opening, saving and closing a file are being taught. Creating tables in word, inserting pictures from excel, formatting of documents, mail merge concepts are taught 3. Understanding the importance of file management, back up of files and folders, renaming of files and folders, basics of powerpoint are covered. 4. Operations on spreadsheet, creation, tabulation, for mathematical functions, chart creation are covered. 5. Students are introduced to basic netv topologies, surfing of internet, bookmarking, create email account, printing web page.

<p style="text-align: center;">Cost Accounting</p>	<ol style="list-style-type: none"> 1. To understand and appreciate the scope and objective of cost accounting 2. To enhance student learning about cost concepts, material control and kinds of costing. 	<ol style="list-style-type: none"> 1. Students are introduced to Cost accounting, its objectives and scope, methods and techniques of cost accounting, difference between cost a/c and management a/c. 2. Basic elements of costs, classification of overheads, cost sheet, inventory classification are covered. 3. Students learn the purpose of material control, its importance and objectives, optimum order quantity, method of pricing – LIFO, FIFO, HIFO etc. 4. Meaning of overheads and method of distribution of primary and secondary overhead are covered. Also, machine hour rate calculations are covered. 5. Students understand about the concept of process costing along with basics of normal and abnormal loss and methods to ascertain inter process profit.
<p style="text-align: center;">Human resources management</p>	<ol style="list-style-type: none"> 1. To understand the importance of human resource management and current trends in this area. 2. To enrich the knowledge base of the students about recruitment and Training. 	<ol style="list-style-type: none"> 1. To know the fundamentals of Human resource management – functions, scope, challenges, role of HRM. 2. Students learn about HR planning – objectives, tools and techniques and terms like Job evaluation, description, specification and Job analysis. 3. Methods of recruitment and selection and sources of recruitment and steps in recruitment are covered. 4. Meaning and principles of training, Evaluation and effectiveness of training program are learnt. 5. Meaning of performance appraisal, process and methods and latest trends in performance appraisal along with compensation and incentives for employees are covered.

<p>Income Tax law &Practice – I</p>	<ol style="list-style-type: none"> 1. To introduce the operational definitions of Income tax and its related terms to the students. 2. To know about residential status and related provisions. 3. To understand the provisions relating to assessment and filing of return. 	<ol style="list-style-type: none"> 1. Students learn about the fundamentals of income tax and the scope of IT calculations and important terminologies. 2. Students are taught about the different heads of income with its components. 3. Student learn about computing annual value of house property and computation under different circumstances. 4. Topics related to allowable and non-allowable expenses and provisions relating to income from business / profession are dealt with. 5. Students gain knowledge on assessment of income of individuals, company etc , filing of income tax return and about revised return procedures.
<p>Entrepreneurial development</p>	<ol style="list-style-type: none"> 1. To introduce entrepreneurship to students community. 2. Introduce the students to different organizations supporting Entrepreneurship. 3. Increase the awareness of students about EDP programs and their role in economic growth. 	<ol style="list-style-type: none"> 1. Basics of entrepreneurship and qualities of entrepreneur and factors influencing entrepreneurship are taught. 2. To learn the ways entrepreneurial development can be implemented through various agencies like DIC, NSIC, SIDBI, SIDO, IDBI, IFCI. 3. Techniques of business idea generation and business opportunities and preparation of project report are learnt. 4. Meaning of entrepreneurial development programs, their role and relevance with achievements and role of government in organizing EDP are dealt. 5. Students gain knowledge on the role of entrepreneur in economic growth and changing approaches in economic scenario for small scale entrepreneurs.
<p>Value education</p>	<ol style="list-style-type: none"> 1. To impart value system in the students minds. 2. To inculcate the qualities of self-esteem and confidence which will attribute to their success 	<ol style="list-style-type: none"> 1. Students learn the importance of values which acts as guiding factor in day to day life. 2. Personal values like affection, compassion, gratitude, courage, optimism are taught to the students to improve their mind and personality. 3. Family values and importance of family bonding are

		<p>understood by the students.</p> <p>4. Students understand the difference between self-esteem and ego and the harmful effects of Anger.</p>
<p>Accounting for managerial decisions</p>	<ol style="list-style-type: none"> 1. To understand and analyse financial statement to help in managerial decision making. 2. To prepare statements like cash flow, funds flow, budgets etc., so as to assist the management to take meaningful and correct decisions. 	<ol style="list-style-type: none"> 1. Students learn the fundamentals of management accounting and its application and also pros and cons of different types of accounting. 2. Students gain knowledge on different ratios applicable in business and methods of calculating Profitability ratios, turnover ratios, financial ratios. 3. To learn about funds flow and cash flow statements and method of preparation of the same. Difference between funds flow and cash flow statements are covered. 4. Introducing the students to the topic of budget and importance of budgetary control, types of budget and practical utility of the same 5. Students learn about marginal costing and its application and are introduced to the concept of break even analysis.
<p>Industrial Law</p>	<ol style="list-style-type: none"> 1. To recognize the different industrial relations systems. 2. To distinguish the procedure concerning worker participation and participatory institutions and instruments of trade union representation. 3. To distinguish employee rights and obligations according to the scope of employment. 4. To defend employ rights before supervisory and control institutions. 5. To analyze the field of labor relations in an interdisciplinary manner. 	<ol style="list-style-type: none"> 1. Understand the terminology, history, and models of the Industrial Relations system 2. Learn about the genesis of industrial conflicts and disputes 3. Understand the functioning of various Industrial conflict settlement machineries 4. Understand Women Management & ILO principles

<p>Computer Applications (Practical)</p>	<ol style="list-style-type: none"> 1. The students are introduced to computerized accounting environment. 2. Knowledge of Tally, computerized accounting software is imparted to the students. 3. To train the students in preparations of final accounts and other financial statements in Tally. 	<ol style="list-style-type: none"> 1. Students learn the basics of tally and importance of tally in today’s computerized environment. 2. Students learn how to create company accounts using tally and about function keys and shortcut keys. 3. To know about voucher entry, payment voucher, receipt voucher, credit and debit note. 4. Students learn how to create single and multiple ledgers, group creation, budget, inventory groups and other functions. 5. Students learn to prepare final accounts in tally along with cash flow statements and inventory analysis reports.
<p>Income Tax Law & Practice – II</p>	<ol style="list-style-type: none"> 1. 2. To understand the advanced provisions as per Income tax Act and assessment of return. 3. To gain knowledge about permissible deductions from gross total income. 	<ol style="list-style-type: none"> 1. Students learn to calculate short term and long term capital gains and their related deductions. 2. To understand the concept of income from other sources like gift, dividend etc and their computation. 3. Students gain knowledge on clubbing of income under 5 heads, transfer of income and calculating remuneration of family members and procedure for set off and carry forward. 4. To learn about the permissible deductions from gross total income as per sec 80C to 80 U 5. Basic knowledge on income assessment of individuals, association of persons, and partnership firms as prescribed by IT Act is demonstrated by the students.

<p>PROJECT & VIVA VOCE</p>	<ol style="list-style-type: none"> 1. To explore one area of your program in depth. 2. To work independently on your own initiative. 3. To gather information in a thorough and rigorous manner . 4. To process and integrate material in sustained exercise of intellectual ordering 5. To produce a coherent, literary document 	<ol style="list-style-type: none"> 1. Students will acquire the ability to make links across different areas of knowledge and to generate, develop and evaluate ideas and information so as to apply these skills to the project task. 2. Students will acquire the skills to communicate effectively and to present ideas clearly and coherently to specific audience in both the written and oral forms. 3. Students will analyse data and synthesize research findings. 4. Students can demonstrate a capacity to communicate research results clearly, comprehensively and persuasively
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B .COM – ACCOUNTING & FINANCE

Program Specific Outcome:

PSO1. Understand the nature and basic concepts of Finance and accounting.

PSO2. Analyze the trade and economic policies which have influence over the business.

PSO3. Determine the procedures and schedules to be followed on preparing financial final statements.

PSO4. Understand the application of business knowledge in both theoretical and practical aspects.

Subject	Course Objectives	Course Outcomes
Tamil- I	6. To know the importance of Tamil language 7. To impart patriotism which is essential in every man's life. 8. To teach human values and ethics to younger generation. 9. To mark the importance of unity in diversity. 10. Highlighting the bravery of freedom fighters.	1. Students learn the importance of Tamil language. 2. Gain knowledge and understand the speciality of our country. 3. Students understand the importance of unity in their life. 4. Enmity is removed and friendship is cultivated in young minds. 5. Students understand about national integration.
English – I	6. To enable the students develop our nation with the given freedom, and strive to stand up to the world. 7. Aims to make the Youngsters to lookout as smart species and guide their senses in the right direction. 8. To impart the importance of environment to the present generation. 9. To have leisure and satisfaction in all the natural things. 10. To create an inward awareness and outward compassion. 11.	6. Awareness is created among the students about contribution of our leaders in making our country a great one. 7. Guide the younger generation to prevent suicide. 8. Students practiced to plant and save trees. 9. Throws light on woman's daily chores, sufferings and way to improve peace. 10. Students took a pledge they should make use of their skill for the betterment of humanity
Financial Accounting – I	3. To help the students gain sound understanding of basic accounting concepts and principles of the accounting process.	6. Students learn the basics of accounting concepts and preparation of final accounts for Sole proprietorship concern. 7. To inculcate the ability to rectify the errors

	<p>4. To familiarize the students with the method of preparing final Accounts for Sole Proprietorship concerns and Non-Trading organizations.</p>	<p>arising at different stages of the Accounting Process.</p> <p>8. Enable the students to prepare Bank reconciliation statements to identify and understand the timing difference between cash book accounting and pass book.</p> <p>9. Students learn the types of depreciation and method of calculating depreciation and accounting treatment for the same.</p> <p>10. Preparation of accounts on Single entry system in small organization along with difference between single and double entry system is covered.</p>
<p>Business Economics</p>	<p>3. To understand basic economics and apply the practical economics in life.</p> <p>4. To apply economic models to examine current economic issues and evaluate policy options for addressing these issues.</p>	<p>6. Students learn the fundamentals of business economics and meaning of technical terms associated with economics.</p> <p>7. To know the two key determinants – demand and supply of micro economics.</p> <p>8. To know the meaning of consumer behavior theory and interpretation of different economists about the theory.</p> <p>9. To understand about theory of production and law of variable proportion</p> <p>10. To analyze about market structure and role of time elements in price determination.</p>
<p>Business Statistics</p>	<p>3. To understand the practical and integrative model of strategic management.</p> <p>4. Demonstrate the knowledge and abilities in formulating strategies and strategic plans.</p>	<p>6. Students will learn about different approaches to strategic decision making and the importance of Mission, vision, goals for a organization.</p> <p>7. Students can learn the challenges faced by managers in implementing and evaluating strategies based on the nature of business, industry, and</p>

		<p>cultural differences.</p> <p>8. To gain the knowledge about how to take strategic decisions at corporate level with the given factors and ways to implement it.</p> <p>9. Interrelationship between formulation and implementation are learnt along with diverse aspects of strategy implementation.</p> <p>10. To learn about functional and operational implementation along with techniques of strategic evaluation and control.</p>
Basis of Retail Marketing	<p>4. To expose the students to various trend in retail business.</p> <p>5. To provide the basic understanding of broad set of specialized activities and techniques in managing retail business.</p> <p>6. To motivate the students to take up retailing business as a carrier.</p>	<p>6. Basics of retailing, meaning of retail marketing, and growth of retailing are covered.</p> <p>7. Students learn about functions of retailing and types of retailing with characteristics.</p> <p>8. The factors influencing retail location like branding, labeling and Franchising are taught.</p> <p>9. Methods of communication tools in retailing like window display, advertisement are covered.</p> <p>10. Fundamentals of supply chain management along with importance of IT in retailing is covered.</p>
Essentials Of Language And Communication	<p>6. To ensure that students imbibe natural flair for English language</p> <p>7. To communicate without mistake.</p> <p>8. To improve the four basic skills, listening, speaking, reading and writing.</p>	<p>6. Individuals preparing for a job and students preparing for college or graduate entrance exams will benefit from a time tested review of basic skills.</p> <p>7. Students developed their ability to think and to organize and communicated their ideas.</p>

	<p>9. To enrich their vocabulary. 10. To improve the fluency of students.</p>	<p>8. Students utilized reading and research for critical thinking. 9. Students developed college level vocabulary skills to enhance writing. 10. Improved spoken English language and organized basic grammar.</p>
TAMIL- II	<p>6. To impart saiva samayam literatures and praises of namasivaya manthiram. 7. To teach about Poems which praises lord shiva . 8. To make the student understand about vainava samayam, where andal describes her dream to her friend about getting married with lord perumal . 9. A literature portraying lord shiva as everything and every being is taught 10. To narrates philosophical ideologies of life</p>	<p>6. Students are able to comprehend the meaning of namasivaya manthiram. 7. Acquire knowledge about the greatness of lord shiva . 8. Understand the chronicles of lord perumal and are able to realize that the ultimate goal of life is to seek surrender and refuge at the lord's feet. 9. Acquire knowledge about the principles of saiva sidantham. 10. Have an integrated understanding of the philosophical idea of life.</p>
ENGLISH – II	<p>6. To define the qualities of a Goodman. 7. To show the difference between western and ancient culture. 8. To glorify the virtue of forgiveness. 9. To exhort the quality of leadership. 10. To know the three stages of the technologies innovations.</p>	<p>6. Students gained good qualities how to treat victory and disaster. 7. Learnt what is good and bad in western and ancient cultures. 8. Achieved to forgive their fellowmen. 9. Understand to become a good leader. 10. Students learnt the fast stages of technology.</p>
Financial accounting – II	<p>3. To understand the accounting</p>	<p>6. To know the dependent branches and stock and</p>

	<p>procedure for different kinds of business like – branch, Hire purchase, Installment, Department and Royalty Accounts.</p> <p>4. Enhance the students’ learning about Accounting Procedure for dissolution of partnership under different methods.</p>	<p>debtors system and method of branch accounting.</p> <p>7. To understand the basis for allocation of expenses and understand inter departmental transfer.</p> <p>8. To gain knowledge on the accounting treatment of Hire purchase & Installment purchase system.</p> <p>9. Concepts of partnership accounts along with treatment of goodwill and accounting on admission and retirement of partners is learnt.</p> <p>10. Methods of dissolution of partnership and distribution of profits between the partners are learnt.</p>
Indian Economy	<p>3) To know the basics of Indian economic growth factors and role of industries in economic development.</p> <p>4) To understand economic problems and relief measures in different contextual perspective.</p>	<p>6. To know the causes and effects of under developed, developing and developed economies.</p> <p>7. Students understand the cause and effect of over population and problems associated with it.</p> <p>8. To know the dependence and interdependence between agriculture and growth in economy.</p> <p>9. To know the development of different types of industries – small, medium and large scale industries.</p> <p>10. To know the various means of transport and also understands the impact of poverty in our country and steps taken to eradicate the same.</p>
Quantitative Analysis for Management	<p>3. To understand the nature and scope of economics and its application.</p> <p>4. To acquaint the students with the diverse economic functions.</p>	<p>6. Students learn the fundamentals of business economics and meaning of technical terms associated with economics.</p> <p>7. To gain in- depth knowledge about the two key determinants – demand and supply of micro economics.</p>

		<p>8. To examine the Market Structure and Role of Time Elements in different pricing strategies.</p> <p>9. To gain knowledge about Theory of Production and to impart knowledge on Rent and Profit theory.</p> <p>10. To understand about national income , Public finance and Indirect taxes</p>
Fundamentals of Insurance	<p>3. To acquaint the students with the origin and scope of insurance along with types of insurance.</p> <p>4. To impart the fundamentals of life insurance and the regulating bodies associated with insurance.</p>	<p>7. Origin of insurance and features, principles, types are covered.</p> <p>8. To know about life insurance, principles and types of policies in fire, marine and life insurance.</p> <p>9. Students learn about regulating authorities governing the insurance companies</p>
Essentials of spoken and presentation skills.	<p>12. Students to speak correct English.</p> <p>13. To chisel the presentation skills.</p> <p>14. To improve their body language.</p> <p>15. To boost the confidence of the students.</p> <p>16. Giving them chance to present on various topics.</p>	<p>11. Developed abilities promises a double pay off in the business world.</p> <p>12. Gained appropriate behaviors and effective communication.</p> <p>13. Improved in their dress code.</p> <p>14. Confidently faced interviews.</p> <p>15. Learnt good English and prospered in professional and personal lives.</p>
Corporate accounting I	<p>3. To understand the accounting procedure for companies with respect to issue of shares and their treatment</p> <p>4. To impart knowledge about the preparation of company final accounts.</p>	<p>7. To provide fundamental knowledge about types of shares and methods of issuing shares on par ,premium and discount.</p> <p>8. To enhance student learning about accounting treatment adopted for raising funds and redeeming them.</p> <p>9. Fundamentals of redemption of shares and debentures are covered.</p> <p>10. Students will learn the preparation of company final accounts and computation of managerial</p>

		<p>remuneration.</p> <p>11. To know about valuation of goodwill and shares and different kinds of valuation of the same.</p> <p>12. Meaning of internal reconstruction and ways of alteration and reduction of share capital are covered.</p>
Business Law	<p>5. To understand the basics of laws and regulations applied in business.</p> <p>6. Aims at imparting fundamentals of business laws with Special reference to Indian contract act and its provisions.</p>	<p>8. Students learn the legal aspects of general contract and special contracts.</p> <p>9. Introduction to Indian contract Act, types of contracts, offer and acceptance are understood.</p> <p>10. Meaning of performance of contract and discharge of contract are covered.</p> <p>11. To understand the rights and duties of an agent and principal.</p> <p>12. Meaning of indemnity and guarantee, bailment and pledge, creation of Agency along with rights, duties and liabilities and Termination are covered.</p> <p>13. Sale of goods act including formation of contract of sale, caveat emptor and rights of an unpaid seller are learnt.</p> <p>14. To enable the students to understand and deal with various contracts in day to day life for business and profession</p>
Business Management	<p>3. To enable the students to appreciate the contribution made by management thinkers towards the basic principles and function of management.</p> <p>4. To provide opportunities to apply the general function of management in day today managerial practice.</p>	<p>5. Students learn the fundamentals of management and its extent of application. Scientific management theories are being covered.</p> <p>6. To learn the management function of planning, its importance, forms and different types like policies, procedures, methods etc. Also, the function of decision making is learnt.</p> <p>7. Function of organizing is taught with focus on</p>

		<p>organization structure , both formal and informal</p> <p>8. Students learn about the importance of Authority in an organization and requirement of delegation and difference between the two. Also, introducing the students to leadership styles along with motivational theories.</p> <p>9. Importance of coordination with focus on the techniques for effective coordination. Also, controlling function and its process are learnt by the students.</p>
<p>Banking Theory Law & Practice</p>	<p>3. To understand the importance of banking and the recent trends in banking industry.</p> <p>4. To enhance knowledge on practical operations of day to day banking.</p>	<p>6. Students are introduced to the basics of banking and the provisions of Banking Regulation Act for opening, closing and functioning of branches.</p> <p>7. Meaning of central bank and the functions of Reserve bank of India along with the qualitative and quantitative techniques used for credit control.</p> <p>8. Primary and secondary functions of commercial banks, process of credit creation and Modern day banking methods – Internet banking, credit cards, debit cards, ECS, RTGS are dealt with.</p> <p>9. Students learn how to open bank accounts and the requirements for the same. Also. Importance of customer relations and need for a banking ombudsman incase of dispute are dealt.</p> <p>10. Students learn about negotiable instruments and kinds like Cheques, bills of exchange. Also, features like crossing and endorsement which are practically followed are learnt by the</p>

		students.
Principles of E-commerce	<ol style="list-style-type: none"> 1. The basic objective is to bring in usage of electronics into commerce. 2. To provide understanding of the requirement needed for backend technologies. 3. The primary objective is to introduce the strategies needed for Web Marketing. 4. The main aim is to ease use of information exchange. 5. To educate about threats and ways to secure information. 	<ol style="list-style-type: none"> 11. Students learn the basics of e-commerce in IT and business. 12. Learnt about business to business and business to consumer relationship. 13. To learn about different networking concepts and type of networks. 14. Students learn about TCP/IP protocol and basic components of internet. 15. Students learn about marketing strategies, marketing segments. 16. Students learn to advertise on web and evaluate e-commerce technologies. 17. Introduction to EDI, supply chain management. 18. Students learn the advantages and disadvantages of online payments. 19. Basic features of internet security policies, type of threat, computer security are covered. 20. Learn to communicate effectively using electronics.
Personality enrichment	<ol style="list-style-type: none"> 4. To develop skills and techniques necessary for public speaking and personality development. 5. The course aims at building self confidence and enhance the self esteem and improve the overall personality of the students. 6. Power of positive thinking is inculcated in the students. 	<ol style="list-style-type: none"> 6. The students learn the importance of improving their personality and learn about the components and need for personality development. 7. Motivation as an attribute is learnt and inculcated in the students. 8. An overview of the current social and economic scenario is imparted to the students. 9. Rational decision making and nurturing creativity are the outcomes expected. 10. Students understand the importance of Positive thinking and traits of positive thinkers and how to follow a positive life style.

<p>Corporate accounting II</p>	<p>3. To understand the accounting standards and reporting practices 4. To gain knowledge on advanced accounting concepts with respect to companies.</p>	<p>6. Students learn about accounting standards and are also introduced to the concept of financial reporting. 7. Various types of merging of companies like amalgamation, absorption, external reconstruction are being covered. 8. Preparation of P&L and Balance sheet for banking and insurance companies are learnt by the students. 9. Concept of holding company and preparation of consolidated balance sheet is covered. 10. Students understand the concept of liquidation and method of calculating liquidators remuneration.</p>
<p>Company Law</p>	<p>3. To understand the provisions of companies act and its implications. 4. Aims at enhancing student knowledge about the secretarial practices followed in corporates and industries.</p>	<p>7. Students are introduced to Companies Act 2013 and its provisions. Also, the kinds of companies and role of promoters in incorporating a company are dealt with. 8. Various documents related to a company like MoA, AoA, Prospectus, and provision for alteration of documents are introduced to the students. 9. Rules and regulations for appointment of directors, qualification required, methods of acquiring membership, rights and liabilities of members are covered. 10. Latest trends in corporate governance are demonstrated. 11. Different kinds of meeting that happens in a company and kinds of resolutions that are passed are covered. Also, role of company secretary with respect to meetings is learnt. 12. Students learn about winding up of companies</p>

		and procedure for winding up. Also, powers and liabilities of liquidators are learnt.
Financial management	<ol style="list-style-type: none"> 1. To understand the importance of financial management and its role in business. 2. To introduce the students to the concepts of capital structure and Dividend policies. 	<ol style="list-style-type: none"> 1. Students are introduced to the concept financial management, its functions and role of finance manager. 2. The concept of capital structure planning and factors influencing capital structure are learnt. Also, various theories of capital structure and leverage concept are dealt with. 3. Students learn about the cost of capital and equity and also about preference capital cost and cost of debt. Retained earnings are also introduced to the students. 4. Students learn about the dividend policies and factors affecting dividend payment. Also, provision of company law on dividend payment and concepts of bonus issue and rights share are demonstrated. 5. The concept of working capital is learnt along with the factors influencing working capital and the determinants to calculate working capital.
Office Automation Packages	<ol style="list-style-type: none"> 1. To study about the anatomy of computers. 2. To introduce text manipulation and formatting of text documents. 3. To inculcate the convenient usage of advanced mathematical formulas and operations. 4. To make structured and attractive presentations that stands as a basic aid for communication. 5. To educate about the basic concepts of internet usage and organizing of 	<ol style="list-style-type: none"> 1. Overview of desktop computers and other components of desktop computers are covered. 2. Graphical text formatting, manipulating, creation of documents, mail merge concepts are covered. 3. Working on spreadsheets and mathematical functions, charts are covered. 4. Method of creating presentations, slide shows and organizing charts are covered. 5. All internet related features are being taught.

	data.	
Business communication	<ol style="list-style-type: none"> 1. To understand the importance of communication and methods to improve the same. 2. Aims at enhancing student understanding about the practical usage of business communication in corporate and industries. 	<ol style="list-style-type: none"> 1. Students learn the importance of business communication and the methods of communication. Also, introduction to business letter is done. 2. To learn the types of business letter in various context like interview, enquiry, sales letters. 3. Different letter forms like bank correspondence, insurance correspondence which are of practical importance are learnt. 4. Students learn how to write a report and its components like agenda, minutes of meeting, office order, circular etc. 5. Students demonstrate strong knowledge on latest trends in communication like e-mail – video conferencing – internet, creation of website and their utility.
Environmental studies	<ol style="list-style-type: none"> 1. To understand the importance of environment and impact on human life. 2. To develop a sense of community responsibility by becoming aware of scientific issues in the larger social context. 	<ol style="list-style-type: none"> 1. To learn about the basic of environment and its composition. 2. To understand the value of our natural systems and to know how our ecosystems work in the order of nature 3. Students learn what is biodiversity and how to protect and preserve the same 4. Factors causing environmental pollution are being taught to the students 5. Current issues in the society in the environmental context are covered and the effects of human population on environment are being taught.
Computing Skill	<ol style="list-style-type: none"> 1. To give brief introduction about the basic components of computers. 2. To introduce text manipulation and 	<ol style="list-style-type: none"> 1. Students are introduced to the generation of computers, components and classification of

	<p>formatting of text documents.</p> <ol style="list-style-type: none"> 3. To inculcate the convenient usage of advanced mathematical formulas and operations. 4. To make structured and attractive presentations that stands as a basic aid for communication. 5. To educate about the basic concepts of internet usage and organizing of data. 	<p>computers, various input and output devices.</p> <ol style="list-style-type: none"> 2. Basic functions like opening, saving and closing a file are being taught. Creating tables in word, inserting pictures from excel, formatting of documents, mail merge concepts are taught 3. Understanding the importance of file management, back up of files and folders, renaming of files and folders, basics of powerpoint are covered. 4. Operations on spreadsheet, creation, tabulation, formatting, mathematical functions, chart creation covered. 5. Students are introduced to basic network topologies, surfing of internet, bookmark how to create email account, printing web page.
<p>Human resources management</p>	<ol style="list-style-type: none"> 1. To understand the importance of human resource management and current trends in this area. 2. To enrich the knowledge base of the students about recruitment and Training. 	<ol style="list-style-type: none"> 1. To know the fundamentals of Human resource management – functions, scope, challenges, role of HRM. 2. Students learn about HR planning – objectives, tools and techniques and terms like Job evaluation, description, specification and Job analysis. 3. Methods of recruitment and selection and sources of recruitment and steps in recruitment are covered. 4. Meaning and principles of training, Evaluation and effectiveness of training program are learnt. 5. Meaning of performance appraisal, process and

		methods and latest trends in performance appraisal along with compensation and incentives for employees are covered.
Cost Accounting	<ol style="list-style-type: none"> 1. To understand and appreciate the scope and objective of cost accounting 2. To enhance student learning about cost concepts, material control and kinds of costing. 	<ol style="list-style-type: none"> 1. Students are introduced to Cost accounting, its objectives and scope, methods and techniques of cost accounting, difference between cost a/c and management a/c. 2. Basic elements of costs, classification of overheads, cost sheet, inventory classification are covered. 3. Students learn the purpose of material control, its importance and objectives, optimum order quantity, method of pricing – LIFO, FIFO, HIFO etc. 4. Meaning of overheads and method of distribution of primary and secondary overhead are covered. Also, machine hour rate calculations are covered. 5. Students understand about the concept of process costing along with basics of normal and abnormal loss and methods to ascertain inter process profit.
Income Tax law & practice – I	<ol style="list-style-type: none"> 1. To introduce the operational definitions of Income tax and its related terms to the students. 2. To know about residential status and related provisions. 3. To understand the provisions relating to assessment and filing of return. 	<ol style="list-style-type: none"> 1. Students learn about the fundamentals of income tax and the scope of IT calculations and important terminologies. 2. Students are taught about the different heads of income with its components. 3. Student learn about computing annual value of house property and computation under different circumstances. 4. Topics related to allowable and non allowable expenses and provisions relating to income from business / profession are dealt with.

		<ol style="list-style-type: none"> Students gain knowledge on assessment of income of individuals, company etc , filing of income tax return and about revised return procedures.
Marketing management	<ol style="list-style-type: none"> To know the importance of marketing in current business scenario. Introduce the students to online marketing and sales promotion techniques. 	<ol style="list-style-type: none"> Students are introduced to the basics of marketing management , market orientation, marketing mix, and functions of marketing management. Emerging issues in marketing like business ethics in marketing, cyber marketing, green marketing are covered. Students learn about Product mix, product life cycle, its importance, pricing policies and methods to fix pricing. The students exhibit strong understanding of the need for segmentation in business and factors influencing the same. Also, niche marketing is introduced as a concept. Methods of sales promotion like advertising, salesmanship and ethics in this area are covered.
Entrepreneurial development	<ol style="list-style-type: none"> To introduce entrepreneurship to students community. Introduce the students to different organizations supporting Entrepreneurship. Increase the awareness of students about EDP programs and their role in economic growth. 	<ol style="list-style-type: none"> Basics of entrepreneurship and qualities of entrepreneur and factors influencing entrepreneurship are taught. To learn the ways entrepreneurial development can be implemented through various agencies like DIC, NSIC, SIDBI, SIDO, IDBI, IFCI. Techniques of business idea generation and business opportunities and preparation of project report are learnt. Meaning of entrepreneurial development programs, their role and relevance with achievements and role of government in

		<p>organizing EDP are dealt.</p> <p>5. Students gain knowledge on the role of entrepreneur in economic growth and changing approaches in economic scenario for small scale entrepreneurs.</p>
Value education	<ol style="list-style-type: none"> 1. To impart value system in the students minds. 2. To inculcate the qualities of self esteem and confidence which will attribute to their success 	<ol style="list-style-type: none"> 1. Students learn the importance of values which acts as guiding factor in day to day life. 2. Personal values like affection, compassion, gratitude, courage, optimism are taught to the students to improve their mind and personality. 3. Family values and importance of family bonding are understood by the students. 4. Students understand the difference between self esteem and ego and the harmful effects of Anger.
Accounting for managerial decisions	<ol style="list-style-type: none"> 1. To understand and analyse financial statement to help in managerial decision making. 2. To prepare statements like cash flow, funds flow, budgets etc., so as to assist the management to take meaningful and correct decisions. 	<ol style="list-style-type: none"> 1. Students learn the fundamentals of management accounting and its application and also pros and cons of different types of accounting. 2. Students gain knowledge on different ratios applicable in business and methods of calculating Profitability ratios, turnover ratios, financial ratios. 3. To learn about funds flow and cash flow statements and method of preparation of the same. Difference between funds flow and cash flow statements are covered. 4. Introducing the students to the topic of budget and importance of budgetary control, types of budget and practical utility of the same 5. Students learn about marginal costing and its application and are introduced to the concept of break even analysis.

<p>Financial services</p>	<ol style="list-style-type: none"> 1. To highlight the meaning and significance of the financial services available in the country. 2. To understand the role of financial service in the development of the capital market and the economy of the country. 	<ol style="list-style-type: none"> 1. Students are introduced to the concept of financial services, its importance and types of services available. 2. Student learn about merchant banking concept and are introduced to capital market. Students learn about stock exchange, its functions and about regulating authority SEBI. 3. Students are introduced to diverse forms of financing namely leasing and hire purchase systems. Different types of lease that are practiced are learnt. 4. To introduce the students to concepts like factoring, consumer finance, venture capital. Purpose of credit rating and requirement in today scenario are learnt. 5. Students learn about insurance and their types like life, marine, fire, motor, health insurance. Also, rules governing the same and the regulating authority IRDA are being covered in this topic.
<p>Income Tax Law & Practice – II</p>	<ol style="list-style-type: none"> 1. To understand the advanced provisions as per Income tax Act and assessment of return. 2. To gain knowledge about permissible deductions from gross total income. 	<ol style="list-style-type: none"> 1. Students learn to calculate short term and long term capital gains and their related deductions. 2. To understand the concept of income from other sources like gift, dividend etc and their computation. 3. Students gain knowledge on clubbing of income under 5 heads, transfer of income and calculating remuneration of family members and procedure for set off and carry forward. 4. To learn about the permissible deductions from gross total income as per sec 80C to 80 U 5. Basic knowledge on income assessment of individuals, association of persons, and

		partnership firms as prescribed by IT Act is demonstrated by the students.
Computer applications – Tally	<ol style="list-style-type: none"> 1. The students are introduced to computerized accounting environment. 2. Knowledge of Tally, computerized accounting software is imparted to the students. 3. To train the students in preparations of final accounts and other financial statements in Tally. 	<ol style="list-style-type: none"> 1. Students learn the basics of tally and importance of tally in today’s computerized environment. 2. Students learn how to create company accounts using tally and about function keys and shortcut keys. 3. To know about voucher entry, payment voucher, receipt voucher, credit and debit note. 4. Students learn how to create single and multiple ledgers, group creation, budget, inventory groups and other functions. 5. Students learn to prepare final accounts in tally along with cash flow statements and inventory analysis reports.
Practical auditing	<ol style="list-style-type: none"> 1. To appreciate the importance and scope of auditing in business. 2. To understand the steps involved in the audit of accounts. 3. To impart knowledge about provision of the companies act relating to the appointment, right, Duties and liabilities of an auditor. 	<ol style="list-style-type: none"> 1. Students learn the importance of auditing and its application. Also, the various kinds of audit applicable in different sectors are demonstrated. 2. Terminologies like internal control, internal check and internal audit are learnt. Also, audit working paper and audit program and its requirement are being dealt. 3. Students understand the process of vouching and its implication in business. Also, verification and valuation of assets and liabilities are covered. 4. Students learn the qualification required to be a company auditor, procedure for appointment and removal of auditor. Also, the duties, powers and liabilities of auditors are explained. 6. Auditing in computerized environment and its utility in practical business is covered.

B.COM- COMPUTER APPLICATION

Program Specific Outcome:

PSO1. Understand the basic concepts and functions of Accounting, trade and computer software

PSO2. Analyze the Scope of the business by adopting modern technology in the business practices.

PSO3. Determine the procedures and schedules to be followed on preparing financial final statements.

PSO4. Understand the application of business knowledge in both theoretical and practical aspects.

Subject	Course Objectives	Course Outcomes
Tamil- I	<ol style="list-style-type: none"> 1. To know the importance of Tamil language 2. To impart patriotism which is essential in every man's life. 3. To teach human values and ethics to younger generation. 4. To mark the importance of unity in diversity. 5. Highlighting the bravery of freedom fighters. 	<ol style="list-style-type: none"> 6. Students learn the importance of Tamil language. 7. Gain knowledge and understand the speciality of our country. 8. Students understand the importance of unity in their life. 9. Enmity is removed and friendship is cultivated in young minds. 10. Students understand about national integration.
English – I	<ol style="list-style-type: none"> 1. To enable the students develop our nation with the given freedom, and strive to stand up to the world. 2. Aims to make the Youngsters to lookout as smart species and guide their senses in the right direction. 3. To impart the importance of environment to the present generation. 4. To have leisure and satisfaction in all the natural things. 5. To create an inward awareness and outward compassion. 	<ol style="list-style-type: none"> 1. Awareness is created among the students about contribution of our leaders in making our country a great one. 2. Guide the younger generation to prevent suicide. 3. Students practiced to plant and save trees. 4. Throws light on woman's daily chores, sufferings and way to improve peace. 5. Students took a pledge they should make use of their skill for the betterment of humanity
Financial Accounting – I	<ol style="list-style-type: none"> 1. To help the students gain sound understanding of basic accounting concepts and principles of the accounting process. 2. To familiarize the students with the 	<ol style="list-style-type: none"> 1. Students learn the basics of accounting concepts and preparation of final accounts for Sole proprietorship concern. 2. To inculcate the ability to rectify the errors arising at different stages of the Accounting Process.

	<p>method of preparing final Accounts for Sole Proprietorship concerns and Non-Trading organizations.</p>	<ol style="list-style-type: none"> 3. Enable the students to prepare Bank reconciliation statements to identify and understand the timing difference between cash book accounting and pass book. 4. Students learn the types of depreciation and method of calculating depreciation and accounting treatment for the same. 5. Preparation of accounts on Single entry system in small organization along with difference between single and double entry system is covered.
<p>Business Statistics</p>	<ol style="list-style-type: none"> 1. To understand the practical and integrative model of strategic management. 2. Demonstrate the knowledge and abilities in formulating strategies and strategic plans. 	<ol style="list-style-type: none"> 1. Students will learn about different approaches to strategic decision making and the importance of Mission, vision, goals for a organization. 2. Students can learn the challenges faced by managers in implementing and evaluating strategies based on the nature of business, industry, and cultural differences. 3. To gain the knowledge about how to take strategic decisions at corporate level with the given factors and ways to implement it. 4. Interrelationship between formulation and implementation are learnt along with diverse aspects of strategy implementation. 5. To learn about functional and operational implementation along with techniques of strategic evaluation and control.
<p>Introduction To Information Technology</p>	<ol style="list-style-type: none"> 1. The main objective is to introduce the basic concepts of computer, its anatomy and to make ease of computer usage. 	<ol style="list-style-type: none"> 1. Students learn the basic components of computers and about processing unit and memory unit 2. Students gain knowledge about keyboard, joystick, scanners, types of printers and magnetic tapes, hard

	<ol style="list-style-type: none"> 2. The key Constraint is to make familiar the functions of devices that help to perform communication with the computer. 3. The objective is to introduce software in order to maximize the resource capabilities and productivity. 4. It is intended to provide set of principles needed for programming and lay a strong foundation for problem solving methodologies or techniques using computers. 5. The aim is to facilitate the usage of large volumes of data in an orderly and effectively manner. 	<ol style="list-style-type: none"> drives. 3. To learn about the operating system, device drivers, types of application software – word, excel, powerpoint. 4. They learn about how to define a problem, write algorithm and create flowcharts. 5. Database concepts like relationships in database, file structures and internet related features are covered.
Basis of Retail Marketing	<ol style="list-style-type: none"> 1. To expose the students to various trend in retail business. 2. To provide the basic understanding of broad set of specialized activities and techniques in managing retail business. 3. To motivate the students to take up retailing business as a carrier. 	<ol style="list-style-type: none"> 1. Basics of retailing, meaning of retail marketing, and growth of retailing are covered. 2. Students learn about functions of retailing and types of retailing with characteristics. 3. The factors influencing retail location like branding, labeling and Franchising are taught. 4. Methods of communication tools in retailing like window display, advertisement are covered. 5. Fundamentals of supply chain management along with importance of IT in retailing is covered.
Essentials Of Language And Communication	<ol style="list-style-type: none"> 1. To ensure that students imbibe natural flair for English language 2. To communicate without mistake. 3. To improve the four basic skills, listening, speaking, reading and writing. 4. To enrich their vocabulary. 	<ol style="list-style-type: none"> 1. Individuals preparing for a job and students preparing for college or graduate entrance exams will benefit from a time tested review of basic skills. 2. Students developed their ability to think and to organize and communicated their ideas. 3. Students utilized reading and research for critical

	<ol style="list-style-type: none"> 5. To improve the fluency of students. 	<ol style="list-style-type: none"> thinking. 4. Students developed college level vocabulary skills to enhance writing. 5. Improved spoken English language and organized basic grammar.
TAMIL- II	<ol style="list-style-type: none"> 1. To impart saiva samayam literatures and praises of namasivaya manthiram. 2. To teach about Poems which praises lord shiva . 3. To make the student understand about vainava samayam, where andal describes her dream to her friend about getting married with lord perumal . 4. A literature portraying lord shiva as everything and every being is taught 5. To narrates philosophical ideologies of life. 	<ol style="list-style-type: none"> 1. Students are able to comprehend the meaning of namasivaya manthiram. 2. Acquire knowledge about the greatness of lord shiva . 3. Understand the chronicles of lord perumal and are able to realize that the ultimate goal of life is to seek surrender and refuge at the lord's feet. 4. Acquire knowledge about the principles of saiva sidantham. 5. Have an integrated understanding of the philosophical idea of life.
ENGLISH – II	<ol style="list-style-type: none"> 1. To define the qualities of a Good man. 2. To show the difference between western and ancient culture. 3. To glorify the virtue of forgiveness. 4. To exhort the quality of leadership. 5. To know the three stages of the technologies innovations. 	<ol style="list-style-type: none"> 1. Students gained good qualities how to treat victory and disaster. 2. Learnt what is good and bad in western and ancient cultures. 3. Achieved to forgive their fellowmen. 4. Understand to become a good leader. 5. Students learnt the fast stages of technology.

<p>Financial accounting – II</p>	<ol style="list-style-type: none"> 1. To understand the accounting procedure for different kinds of business like – branch, Hire purchase, Installment, Department and Royalty Accounts. 2. Enhance the students’ learning about Accounting Procedure for dissolution of partnership under different methods. 	<ol style="list-style-type: none"> 1. To know the dependent branches and stock and debtors system and method of branch accounting. 2. To understand the basis for allocation of expenses and understand inter departmental transfer. 3. To gain knowledge on the accounting treatment of Hire purchase & Installment purchase system. 4. Concepts of partnership accounts along with treatment of goodwill and accounting on admission and retirement of partners is learnt. 5. Methods of dissolution of partnership and distribution of profits between the partners are learnt.
<p>Office Automation Packages</p>	<ol style="list-style-type: none"> 1. To study about the anatomy of computers. 2. To introduce text manipulation and formatting of text documents. 3. To inculcate the convenient usage of advanced mathematical formulas and operations. 4. To make structured and attractive presentations that stands as a basic aid for communication. 5. To educate about the basic concepts of internet usage and organizing of data. 	<ol style="list-style-type: none"> 1. Overview of desktop computers and other components of desktop computers are covered. 2. Graphical text formatting, manipulating, creation of documents, mail merge concepts are covered. 3. Working on spreadsheets and mathematical functions, charts are covered. 4. Method of creating presentations, slide shows and organizing charts are covered. 5. All internet related features are being taught.
<p>Indian Economy</p>	<ol style="list-style-type: none"> 1. To know the basics of Indian economic growth factors and role of industries in economic development. 2. To understand economic problems and relief measures in different contextual perspective. 	<ol style="list-style-type: none"> 1. To know the causes and effects of under developed, developing and developed economies. 2. Students understand the cause and effect of over population and problems associated with it. 3. To know the dependence and interdependence between agriculture and growth in economy. 4. To know the development of different types of industries – small, medium and large scale industries.

		5. To know the various means of transport and also understands the impact of poverty in our country and steps taken to eradicate the same.
Fundamentals of Insurance	<ol style="list-style-type: none"> 1. To acquaint the students with the origin and scope of insurance along with types of insurance. 2. To impart the fundamentals of life insurance and the regulating bodies associated with insurance. 	<ol style="list-style-type: none"> 1. Origin of insurance and features, principles, types are covered. 2. To know about life insurance, principles and types of policies in fire, marine and life insurance. 3. Students learn about regulating authorities governing the insurance companies
Essentials of spoken and presentation skills.	<ol style="list-style-type: none"> 1. Students to speak correct English. 2. To chisel the presentation skills. 3. To improve their body language. 4. To boost the confidence of the students. 5. Giving them chance to present on various topics. 	<ol style="list-style-type: none"> 1. Developed abilities promises a double pay off in the business world. 2. Gained appropriate behaviors and effective communication. 3. Improved in their dress code. 4. Confidently faced interviews. 5. Learnt good English and prospered in professional and personal lives.
Corporate accounting I	<ol style="list-style-type: none"> 1. To understand the accounting procedure for companies with respect to issue of shares and their treatment 2. To impart knowledge about the preparation of company final accounts. 	<ol style="list-style-type: none"> 1. To provide fundamental knowledge about types of shares and methods of issuing shares on par ,premium and discount. 2. To enhance student learning about accounting treatment adopted for raising funds and redeeming them. 3. Fundamentals of redemption of shares and debentures are covered. 4. Students will learn the preparation of company final accounts and computation of managerial remuneration. 5. To know about valuation of goodwill and shares and different kinds of valuation of the same. 6. Meaning of internal reconstruction and ways of alteration and reduction of share capital are

		covered.
Business Law	<ol style="list-style-type: none"> 1. To understand the basics of laws and regulations applied in business. 2. Aims at imparting fundamentals of business laws with Special reference to Indian contract act and its provisions. 	<ol style="list-style-type: none"> 1. Students learn the legal aspects of general contract and special contracts. 2. Introduction to Indian contract Act, types of contracts, offer and acceptance are understood. 3. Meaning of performance of contract and discharge of contract are covered. 4. To understand the rights and duties of an agent and principal. 5. Meaning of indemnity and guarantee, bailment and pledge, creation of Agency along with rights, duties and liabilities and Termination are covered. 6. Sale of goods act including formation of contract of sale, caveat emptor and rights of an unpaid seller are learnt. 7. To enable the students to understand and deal with various contracts in day to day life for business and profession
Business Management	<ol style="list-style-type: none"> 1. To enable the students to appreciate the contribution made by management thinkers towards the basic principles and function of management. 2. To provide opportunities to apply the general function of management in day today managerial practice. 	<ol style="list-style-type: none"> 1. Students learn the fundamentals of management and its extent of application. Scientific management theories are being covered. 2. To learn the management function of planning, its importance, forms and different types like policies, procedures, methods etc. Also, the function of decision making is learnt. 3. Function of organizing is taught with focus on organization structure , both formal and informal 4. Students learn about the importance of Authority in an organization and requirement of delegation and difference between the two. Also, introducing the students to leadership styles along with motivational theories. 5. Importance of coordination with focus on the

		techniques for effective coordination. Also, controlling function and its process are learnt by the students.
Principles of E-commerce	<ol style="list-style-type: none"> 1. The basic objective is to bring in usage of electronics into commerce. 2. To provide understanding of the requirement needed for backend technologies. 3. The primary objective is to introduce the strategies needed for Web Marketing. 4. The main aim is to ease use of information exchange. 5. To educate about threats and ways to secure information. 	<ol style="list-style-type: none"> 1. Students learn the basics of e-commerce in IT and business. 2. Learnt about business to business and business to consumer relationship. 3. To learn about different networking concepts and type of networks. 4. Students learn about TCP/IP protocol and basic components of internet. 5. Students learn about marketing strategies, marketing segments. 6. Students learn to advertise on web and evaluate e-commerce technologies. 7. Introduction to EDI, supply chain management. 8. Students learn the advantages and disadvantages of online payments. 9. Basic features of internet security policies, type of threat, computer security are covered. 21. Learn to communicate effectively using electronics.
Banking Theory Law & Practice	<ol style="list-style-type: none"> 1. To understand the importance of banking and the recent trends in banking industry. 2. To enhance knowledge on practical operations of day to day banking. 	<ol style="list-style-type: none"> 1. Students are introduced to the basics of banking and the provisions of Banking Regulation Act for opening, closing and functioning of branches. 2. Meaning of central bank and the functions of Reserve bank of India along with the qualitative and quantitative techniques used for credit control. 3. Primary and secondary functions of commercial banks, process of credit creation and Modern day banking methods – Internet banking, credit cards, debit cards, ECS, RTGS are dealt with.

		<ol style="list-style-type: none"> 4. Students learn how to open bank accounts and the requirements for the same. Also, Importance of customer relations and need for a banking ombudsman incase of dispute are dealt. 5. Students learn about negotiable instruments and kinds like Cheques, bills of exchange. Also, features like crossing and endorsement which are practically followed are learnt by the students.
Personality enrichment	<ol style="list-style-type: none"> 1. To develop skills and techniques necessary for public speaking and personality development. 2. The course aims at building self confidence and enhance the self esteem and improve the overall personality of the students. 3. Power of positive thinking is inculcated in the students. 	<ol style="list-style-type: none"> 1. The students learn the importance of improving their personality and learn about the components and need for personality development. 2. Motivation as an attribute is learnt and inculcated in the students. 3. An overview of the current social and economic scenario is imparted to the students. 4. Rational decision making and nurturing creativity are the outcomes expected. 5. Students understand the importance of Positive thinking and traits of positive thinkers and how to follow a positive life style.
Corporate accounting II	<ol style="list-style-type: none"> 1. To understand the accounting standards and reporting practices 2. To gain knowledge on advanced accounting concepts with respect to companies. 	<ol style="list-style-type: none"> 1. Students learn about accounting standards and are also introduced to the concept of financial reporting. 2. Various types of merging of companies like amalgamation, absorption, external reconstruction are being covered. 3. Preparation of P&L and Balance sheet for banking and insurance companies are learnt by the students. 4. Concept of holding company and preparation of consolidated balance sheet is covered. 5. Students understand the concept of liquidation and method of calculating liquidators remuneration.

<p style="text-align: center;">Company Law</p>	<ol style="list-style-type: none"> 1. To understand the provisions of companies act and its implications. 2. Aims at enhancing student knowledge about the secretarial practices followed in corporates and industries. 	<ol style="list-style-type: none"> 1. Students are introduced to Companies Act 2013 and its provisions. Also, the kinds of companies and role of promoters in incorporating a company are dealt with. 2. Various documents related to a company like MoA, AoA, Prospectus, and provision for alteration of documents are introduced to the students. 3. Rules and regulations for appointment of directors, qualification required, methods of acquiring membership, rights and liabilities of members are covered. 4. Latest trends in corporate governance are demonstrated. 5. Different kinds of meeting that happens in a company and kinds of resolutions that are passed are covered. Also, role of company secretary with respect to meetings is learnt. 6. Students learn about winding up of companies and procedure for winding up. Also, powers and liabilities of liquidators are learnt.
<p style="text-align: center;">Business communication</p>	<ol style="list-style-type: none"> 1. To understand the importance of communication and methods to improve the same. 2. Aims at enhancing student understanding about the practical usage of business communication in corporate and industries. 	<ol style="list-style-type: none"> 1. Students learn the importance of business communication and the methods of communication. Also, introduction to business letter is done. 2. To learn the types of business letter in various context like interview, enquiry, sales letters. 3. Different letter forms like bank correspondence, insurance correspondence which are of practical importance are learnt. 4. Students learn how to write a report and its components like agenda, minutes of meeting, office order, circular etc. 5. Students demonstrate strong knowledge on latest

		trends in communication like e-mail – video conferencing – internet, creation of website and their utility.
Management Information Systems	<ol style="list-style-type: none"> 1. The primary objective is to provide learners with information at various levels in an organization 2. The key is to help classify the system based on categories and its advantages. 3. To inculcate modern management aids to handle quantitative and qualitative information. 4. To develop analytic skill that help facilitate best course of action. 	<ol style="list-style-type: none"> 1. Introduction to MIS, support for planning, organizing and controlling information systems. 2. Fundamentals of system and its characteristics, types of information system and competitive advantages. 3. Fundamentals of computers, classification of computers, types of devices, types of software and data base management system concepts. 4. Meaning of system analysis and functions of system analyst. 5. Concepts on group decision support systems and DSS along with functions are taught. Basics of BPO and functions are covered.
Programming In C	<ol style="list-style-type: none"> 1. To introduce fundamentals of C-Programming and basic input and output concepts. 2. To learn the flow of control and its operations. 3. To give a brief insight on defining functions and various storage classes. 4. For efficient usage of database management systems using arrays. <ul style="list-style-type: none"> • To deal with storage management 	<ol style="list-style-type: none"> 1. Structure of C programming, data types definition and declaration , operators in C and input and output functions are covered. 2. Branching statements, looping statements, nested control structures are covered. 3. Different type of functions and procedures and different type of storage classes are covered. 4. Defining and declaring arrays , passing values to array, single dimensional and multi dimensional

	using pointers.	array concepts are taught. 5. To learn about opening and closing a file, writing data to file, declaring and usage of pointer operations are being covered.
Environmental studies	<ol style="list-style-type: none"> 1. To understand the importance of environment and impact on human life. 2. To develop a sense of community responsibility by becoming aware of scientific issues in the larger social context. 	<ol style="list-style-type: none"> 1. To learn about the basic of environment and its composition. 2. To understand the value of our natural systems and to know how our ecosystems work in the order of nature 3. Students learn what is biodiversity and how to protect and preserve the same 4. Factors causing environmental pollution are being taught to the students 5. Current issues in the society in the environmental context are covered and the effects of human population on environment are being taught.
Computing Skill	<ol style="list-style-type: none"> 1. To give brief introduction about the basic components of computers. 2. To introduce text manipulation and formatting of text documents. 3. To inculcate the convenient usage of advanced mathematical formulas and operations. 4. To make structured and attractive presentations that stands as a basic aid for communication. 5. To educate about the basic concepts of internet usage and organizing of data. 	<ol style="list-style-type: none"> 1. Students are introduced to the generation of computers, components and classification of computers. 2. Various input and output devices and its working principles are learnt. 3. Basic functions like opening, saving and closing a file are being taught. 4. Creating tables in word, inserting pictures from excel are learnt. 5. Formatting of documents and mail merge concepts are learnt. 6. Understanding the importance of file management, back up of files and folders, renaming of files and folders, basics of PowerPoint are covered. 7. Operations on spreadsheet, creation, tabulation and formatting are learnt.

		<ol style="list-style-type: none"> 8. Mathematical functions and chart creation are learnt. 9. Students are introduced to basic networking topologies. 10. Surfing of internet, bookmarking, how to create email account and printing web page are learnt.
Cost Accounting	<ol style="list-style-type: none"> 1. To understand and appreciate the scope and objective of cost accounting 2. To enhance student learning about cost concepts, material control and kinds of costing. 	<ol style="list-style-type: none"> 1. Students are introduced to Cost accounting, its objectives and scope, methods and techniques of cost accounting, difference between cost a/c and management a/c. 2. Basic elements of costs, classification of overheads, cost sheet, inventory classification are covered. 3. Students learn the purpose of material control, its importance and objectives, optimum order quantity, method of pricing – LIFO, FIFO, HIFO etc. 4. Meaning of overheads and method of distribution of primary and secondary overhead are covered. Also, machine hour rate calculations are covered. 5. Students understand about the concept of process costing along with basics of normal and abnormal loss and methods to ascertain inter process profit.
Income Tax law & practice – I	<ol style="list-style-type: none"> 1. To introduce the operational definitions of Income tax and its related terms to the students. 2. To know about residential status and related provisions. 3. To understand the provisions relating to assessment and filing of return. 	<ol style="list-style-type: none"> 1. Students learn about the fundamentals of income tax and the scope of IT calculations and important terminologies. 2. Students are taught about the different heads of income with its components. 3. Student learn about computing annual value of house property and computation under different circumstances. 4. Topics related to allowable and non allowable expenses and provisions relating to income from business / profession are dealt with.

		<p>5. Students gain knowledge on assessment of income of individuals, company etc , filing of income tax return and about revised return procedures.</p>
<p>Entrepreneurial development</p>	<ol style="list-style-type: none"> 1. To introduce entrepreneurship to students community. 2. Introduce the students to different organizations supporting Entrepreneurship. 3. Increase the awareness of students about EDP programs and their role in economic growth. 	<ol style="list-style-type: none"> 1. Basics of entrepreneurship and qualities of entrepreneur and factors influencing entrepreneurship are taught. 2. To learn the ways entrepreneurial development can be implemented through various agencies like DIC, NSIC, SIDBI, SIDO, IDBI, IFCI. 3. Techniques of business idea generation and business opportunities and preparation of project report are learnt. 4. Meaning of entrepreneurial development programs, their role and relevance with achievements and role of government in organizing EDP are dealt. 5. Students gain knowledge on the role of entrepreneur in economic growth and changing approaches in economic scenario for small scale entrepreneurs.
<p>Visual programming And DBMS</p>	<ol style="list-style-type: none"> 1. The Main objective is to introduce IDE, various controls and its set of properties, characteristics and uses of standard data types. 2. The main aim is to develop the knowledge on flow of control in the programr to help develop simple effective programs. 3. To introduce to the graphical user interface that presents a set of options to the learner to choose 	<ol style="list-style-type: none"> 1. Students are introduced to visual basic programming language, integrated development environment, properties of basic controls. 2. Students learn how to display information using dialog boxes, various loop structures and about functions and procedures 3. Creation of single dimensional, multi dimensional and control array. Also, list boxes, combo boxes, menus and MDIs are

	<p>from.</p> <ol style="list-style-type: none"> The Primary goal is to educate an environment that is efficient and convenient to handle information or data effectively. The objective is to facilitate the program in handling voluminous data and learn the distinct concepts of database. 	<p>being covered.</p> <ol style="list-style-type: none"> Students are introduced to Database management system concepts , its advantages and components. Data types and normal forms are being covered. Basic SQL queries, Group By commands, designing of forms and reports using visual basics are covered.
Web Design	<ol style="list-style-type: none"> The main objective is to develop content based pages using predefined templates. Aims to provide ways to build and use HTML tags. To integrate and make use of images and external documents into self developed pages. Aims to make maintenance and development easier through objects and built in functions. 	<ol style="list-style-type: none"> Students are introduced to scripting language, HTML tags, links are being taught. Creation of tables using html tags and creation of frames are dealt with. Basic java script tags , user interactive functions are being covered. Students learn about how to create links, how to insert images and about cookies. Basic java script built in functions and events are covered.
Value education	<ol style="list-style-type: none"> To impart value system in the students minds. To inculcate the qualities of self esteem and confidence which will attribute to their success 	<ol style="list-style-type: none"> Students learn the importance of values which acts as guiding factor in day to day life. Personal values like affection, compassion, gratitude, courage, optimism are taught to the students to improve their mind and personality. Family values and importance of family bonding are understood by the students. Students understand the difference between self esteem and ego and the harmful effects of Anger.
Financial services	<ol style="list-style-type: none"> To highlight the meaning and significance of the financial services available in the country. 	<ol style="list-style-type: none"> Students are introduced to the concept of financial services, its importance and types of services available.

	<ol style="list-style-type: none"> 2. To understand the role of financial service in the development of the capital market and the economy of the country. 	<ol style="list-style-type: none"> 2. Student learn about merchant banking concept and are introduced to capital market. Students learn about stock exchange, its functions and about regulating authority SEBI. 3. Students are introduced to diverse forms of financing namely leasing and hire purchase systems. Different types of lease that are practiced are learnt. 4. To introduce the students to concepts like factoring, consumer finance, venture capital. Purpose of credit rating and requirement in today scenario are learnt. 5. Students learn about insurance and their types like life, marine, fire, motor, health insurance. Also, rules governing the same and the regulating authority IRDA are being covered in this topic.
<p style="text-align: center;">Practical auditing</p>	<ol style="list-style-type: none"> 1. To appreciate the importance and scope of auditing in business. 2. To understand the steps involved in the audit of accounts. 3. To impart knowledge about provision of the companies act relating to the appointment, right, Duties and liabilities of an auditor. 	<ol style="list-style-type: none"> 1. Students learn the importance of auditing and its application. Also, the various kinds of audit applicable in different sectors are demonstrated. 2. Terminologies like internal control, internal check and internal audit are learnt. Also, audit working paper and audit program and its requirement are being dealt. 3. Students understand the process of vouching and its implication in business. Also, verification and valuation of assets and liabilities are covered. 4. Students learn the qualification required to be a company auditor, procedure for appointment and removal of auditor. Also, the duties, powers and liabilities of auditors are explained. 5. Auditing in computerized environment and its utility in practical business is covered.

<p style="text-align: center;">Accounting for managerial decisions</p>	<ol style="list-style-type: none"> 1. To understand and analyse financial statement to help in managerial decision making. 2. To prepare statements like cash flow, funds flow, budgets etc., so as to assist the management to take meaningful and correct decisions. 	<ol style="list-style-type: none"> 1. Students learn the fundamentals of management accounting and its application and also pros and cons of different types of accounting. 2. Students gain knowledge on different ratios applicable in business and methods of calculating Profitability ratios, turnover ratios, financial ratios. 3. To learn about funds flow and cash flow statements and method of preparation of the same. Difference between funds flow and cash flow statements are covered. 4. Introducing the students to the topic of budget and importance of budgetary control, types of budget and practical utility of the same 5. Students learn about marginal costing and its application and are introduced to the concept of break even analysis.
<p style="text-align: center;">Income Tax Law & Practice – II</p>	<ol style="list-style-type: none"> 1. To understand the advanced provisions as per Income tax Act and assessment of return. 2. To gain knowledge about permissible deductions from gross total income. 	<ol style="list-style-type: none"> 1. Students learn to calculate short term and long term capital gains and their related deductions. 2. To understand the concept of income from other sources like gift, dividend etc and their computation. 3. Students gain knowledge on clubbing of income under 5 heads, transfer of income and calculating remuneration of family members and procedure for set off and carry forward. 4. To learn about the permissible deductions from gross total income as per sec 80C to 80 U 5. Basic knowledge on income assessment of individuals, association of persons, and partnership firms as prescribed by IT Act is demonstrated by the students.

Computer applications – Tally	<ol style="list-style-type: none">1. The students are introduced to computerized accounting environment.2. Knowledge of Tally, computerized accounting software is imparted to the students.3. To train the students in preparations of final accounts and other financial statements in Tally.	<ol style="list-style-type: none">1. Students learn the basics of tally and importance of tally in today's computerized environment.2. Students learn how to create company accounts using tally and about function keys and shortcut keys.3. To know about voucher entry, payment voucher, receipt voucher, credit and debit note.4. Students learn how to create single and multiple ledgers, group creation, budget, inventory groups and other functions.5. Students learn to prepare final accounts in tally along with cash flow statements and inventory analysis reports.
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B.COM- ISM

Program Specific Outcome:

PSO1. Understand various aspects of commerce, Management and systems

PSO2. Analyze the the dynamics of business process in information system and management perspectives.

PSO3. Apply their knowledge and skills by performing various real time projects.

PSO4. Demonstrate the ideas and generalizations in the systems management for the betterment of Orgainsation

Subject	Course Objectives	Course Outcomes
<p>TAMIL- I LITERATURE AND LANGUAGE SKILLS</p>	<ol style="list-style-type: none"> 1. To know the importance of tamil language 2. Patriotism is the essential in every man's life. 3. To teach the human values and ethics. 4. To make the importance of unity in diversity. 5. Highlighting the bravery of freedom fighters. 	<ol style="list-style-type: none"> 1. Learned the speciality of tamil language. 2. Gained the knowledge and the speciality of our country. 3. To highlight the importance of unity. 4. To remove the enemy and to cultivate friendship. 5. To know about the national integration.
<p>TAMIL- II LITERATURE AND JOURNALISM</p>	<ol style="list-style-type: none"> 1. It belongs to saiva samayam and praises namasivaya manthiram. 2. Poem which praises lord shiva . 3. It belongs to vainava samayam, where andal describes her dream to her friend about getting married with lord perumal. 4. A literature portraying lord shiva as everything and every being. 5. This poem narrates philosophical ideologies of life. 	<ol style="list-style-type: none"> 1. Comprehended the meaning of namasivaya manthiram.. 2. Acquired knowledge about the greatness of lord shiva . 3. Understand the chronicle of lord perumal and describes the ultimate goal of life is to seek surrender and refuge at the lord's feet. 4. Acquired knowledge about the principle of saiva sidantham. 5. Integrated the philosophical idea of life.
<p>ENGLISH – I</p>	<ol style="list-style-type: none"> 1. Students learn to develop our nation by freedom, development and to stand up to the world. 2. Youngsters to lookout smart species 	<ol style="list-style-type: none"> 1. It creates awareness amongst the Indian to contribute towards making our country a great one. 2. Helped the younger generation to prevent suicide. 3. Students practiced to plant and save trees.

	<p>and make senses right.</p> <ol style="list-style-type: none"> 3. To know the importance of environment to the present generation. 4. To have leisure and satisfaction in all the natural things. 5. To create an inward awareness and outward compassion. 	<ol style="list-style-type: none"> 4. Throws light on woman's daily chores, sufferings and gave peace. 5. Took a pledge they should make use of their skill for the betterment of humanity
ENGLISH – II	<ol style="list-style-type: none"> 1. To define the qualities of a Goodman. 2. To show the difference between western and ancient culture. 3. To glorify the virtue of forgiveness. 4. To exhort the quality of leadership. 5. To know the three stages of the technologies innovations. 	<ol style="list-style-type: none"> 1. Students gained good qualities how to treat victory and disaster. 2. Learnt what is good and bad in western and ancient cultures. 3. Achieved to forgive their fellowmen. 4. Understand to become a good leader. 5. Students learnt the fast stages of technology.
FINANCIAL ACCOUNTING	<ol style="list-style-type: none"> 1. To help the students gain sound understanding of basic accounting concepts and principles of the accounting process. 2. To familiarize the students with the method of preparing final Accounts for Sole Proprietorship concerns and Non-Trading organizations. 	<ol style="list-style-type: none"> 1. Students learn the basics of accounting concepts and preparation of final accounts for Sole proprietorship concern. 2. To inculcate the ability to rectify the errors arising at different stages of the Accounting Process. 3. Enable the students to prepare Bank reconciliation statements to identify and understand the timing difference between cash book accounting and pass book. 4. Students learn the types of depreciation and method of calculating depreciation and accounting treatment for the same. 5. Preparation of accounts on Single entry system in small organization along with difference between single and double entry system is covered.

<p style="text-align: center;">INTRODUCTION TO INFORMATION TECHNOLOGY</p>	<ol style="list-style-type: none"> 1. The main objective is to introduce the basic concepts of computer, its anatomy and to make ease of computer usage. 2. The key Constraint is to make familiar the functions of devices that help to perform communication with the computer. 3. The objective is to introduce software in order to maximize the resource capabilities and productivity. 4. It is intended to provide set of principles needed for programming and lay a strong foundation for problem solving methodologies or techniques using computers. 5. The aim is to facilitate the usage of large volumes of data in an orderly and effectively manner. 	<ol style="list-style-type: none"> 1. Students learn the basic components of computers and about processing unit and memory unit. 2. Students gain knowledge about keyboard, joystick, scanners, types of printers and magnetic tapes, hard drives. 3. To learn about the operating system, device drivers, types of application software – word, excel, powerpoint. 4. They learn about how to define a problem, write algorithm and create flowcharts. 5. Database concepts like relationships in database, file structures and internet related features are covered.
<p style="text-align: center;">BUSINESS STATISTICS</p>	<p>To make the students familiar with</p> <ol style="list-style-type: none"> 1. Probability and baye’s theorem. 2. Basic probability concepts and probability distributions 3. Correlation and regression 4. Testing the hypotheses by small and large samples 5. Analysis of variance 	<ul style="list-style-type: none"> • To understand the concept of probability and baye’s theorem. <ol style="list-style-type: none"> 1. To be familiar with basic probability concepts and probability distributions 2. To have thorough knowledge about correlation and regression 3. To be exposed in testing the hypotheses by small and large samples 4. To have thorough knowledge about analysis of variance

<p>BASIS OF RETAIL MARKETING</p>	<ol style="list-style-type: none"> 1. To expose the students to various trend in retail business. 2. To provide the basic understanding of broad set of specialized activities and techniques in managing retail business. 3. To motivate the students to take up retailing business as a carrier. 	<ol style="list-style-type: none"> 1. Basics of retailing, meaning of retail marketing, and growth of retailing are covered. 2. Students learn about functions of retailing and types of retailing with characteristics. 3. The factors influencing retail location like branding, labeling and Franchising are taught. 4. Methods of communication tools in retailing like window display, advertisement are covered. 5. Fundamentals of supply chain management along with importance of IT in retailing is covered.
<p>ESSENTIALS OF LANGUAGE AND COMMUNICATION - II</p>	<ol style="list-style-type: none"> 1. To ensure that students imbibe natural flair for English language 2. To communicate without mistake. 3. To improve the four basic skills, listening, speaking, reading and writing. 4. To enrich their vocabulary. 5. To improve the fluency of students. 	<ol style="list-style-type: none"> 1. Individuals preparing for a job and students preparing for college or graduate entrance exams will benefit from a time tested review of basic skills. 2. Students developed their ability to think and to organize and communicated their ideas. 3. Students utilized reading and research for critical thinking. 4. Students developed college level vocabulary skills to enhance writing. 5. Improved spoken English language and organized basic grammar.
<p>PRODUCTION & MATERIALS MANAGEMENT</p>	<ol style="list-style-type: none"> 1. To learn about the scope and application of Production management. 2. To understand the importance of Production planning and product planning. 	<ol style="list-style-type: none"> 1. Students gain knowledge on product planning and development i.e evolution of new products and designing of those products on the basis of specific demand. 2. Students gain knowledge on executing the production plans, policies and decisions of an organization. 3. Students gain an idea about the management

		<p>functions supporting the entire cycle of material flow, from the purchase of production materials to planning and control of work in progress.</p> <ol style="list-style-type: none"> Also, purchase management with focus on purchase procedure and scientific purchasing is learnt. To know about the functions of inventory management and ABC analysis.
MANAGEMENT INFORMATION SYSTEMS	<ol style="list-style-type: none"> The primary objective is to provide learners with information at various levels in an organization The key is to help classify the system based on categories and its advantages. To inculcate modern management aids to handle quantitative and qualitative information. To develop analytic skill that help facilitate best course of action. 	<ol style="list-style-type: none"> Introduction to MIS, support for planning, organizing and controlling information systems. Fundamentals of system and its characteristics, types of information system and competitive advantages. Fundamentals of computers, classification of computers, types of devices, types of software and data base management system concepts. Meaning of system analysis and functions of system analyst. Concepts on group decision support systems and DSS along with functions are taught. Basics of BPO and functions are covered.
ESSENTIALS OF SPOKEN AND PRESENTATION SKILLS.	<ol style="list-style-type: none"> Students to speak correct English. To chisel the presentation skills. To improve their body language. To boost the confidence of the students. Giving them chance to present on various topics. 	<ol style="list-style-type: none"> Developed abilities promises a double pay off in the business world. Gained appropriate behaviors and effective communication. Improved in their dress code. Confidently faced interviews. Learnt good English and prospered in professional and personal lives.

<p>FUNDAMENTALS OF INSURANCE</p>	<ol style="list-style-type: none"> 1. To acquaint the students with the origin and scope of insurance along with types of insurance. 2. To impart the fundamentals of life insurance and the regulating bodies associated with insurance. 	<ol style="list-style-type: none"> 1. Origin of insurance and features, principles, types are covered. 2. To know about life insurance, principles and types of policies in fire, marine and life insurance. 3. Students learn about regulating authorities governing the insurance companies
<p>BUSINESS MANAGEMENT</p>	<ol style="list-style-type: none"> 1. To enable the students to appreciate the contribution made by management thinkers towards the basic principles and function of management. 2. To provide opportunities to apply the general function of management in day today managerial practice. 	<ol style="list-style-type: none"> 1. Students learn the fundamentals of management and its extent of application. Scientific management theories are being covered. 2. To learn the management function of planning, its importance, forms and different types like policies, procedures, methods etc. Also, the function of decision making is learnt. 3. Function of organizing is taught with focus on organization structure , both formal and informal 4. Students learn about the importance of Authority in an organization and requirement of delegation and difference between the two. Importance of coordination with focus on the techniques for effective coordination
<p>PROBLEM SOLVING AND PROGRAMMING</p>	<p>This subject provides understanding the basic Knowledge of Programming and Problem Solving Techniques such as</p> <ul style="list-style-type: none"> • Fundamentals of Problem Solving • Fundamentals of Algorithm • Data input output • Functions • Multi-dimension and Arrays and String • Structures and pointers • File Management 	<ol style="list-style-type: none"> 1. Top-Down Design 2. Implementation of Algorithms 3. Algorithm Formation of Mathematical Problems 4. Structure of C program 5. Declaration of variable 6. Various type of input functions 7. Write a simple sample program 8. Details of function 9. Function definition and function declaration 10. Function using arrays 11. Sample program for Structures 12. Sample program for Unions 13. Importance of pointers

		<ul style="list-style-type: none"> 14. Passing a value pointers to function 15. Sample program for array of pointers 16. File Operation and management
CORPORATE FINANCIAL MANAGEMENT	<ul style="list-style-type: none"> 1. To introduce and appreciate the scope and objective of corporate financial management and relationship between different accounting systems. 2. Aims at enriching the students about Financial planning and control and Financial information systems. 	<ul style="list-style-type: none"> 1. Students can learn the key themes in corporate finance and tools for analysis and interpretation of financial statements. 2. Students can understand the importance of financial planning and method of computing break even and CVP analysis. 3. To gain knowledge on cost of equity capital, debt capital and retained earnings. 4. Students can analyse the relationship between strategic decision making and corporate financing decisions. 5. To understand the importance of Financial information systems and the need for adopting the same in business scenario.
PERSONALITY ENRICHMENT	<ul style="list-style-type: none"> 1. To develop skills and techniques necessary for public speaking and personality development. 2. The course aims at building self confidence and enhance the self esteem and improve the overall personality of the students. 3. Power of positive thinking is inculcated in the students. 	<ul style="list-style-type: none"> 1. The students learn the importance of improving their personality and learn about the components and need for personality development. 2. Motivation as an attribute is learnt and inculcated in the students. 3. An overview of the current social and economic scenario is imparted to the students. 4. Rational decision making and nurturing creativity are the outcomes expected. 5. Students understand the importance of Positive thinking and traits of positive thinkers and how to follow a positive life style.
DATABASE MANAGEMENT SYSTEMS	<p>This course provide complete knowledge about</p> <ul style="list-style-type: none"> 1. Customizing a form 	<ul style="list-style-type: none"> 8. Design, create, build, and debug Visual Basic applications <ul style="list-style-type: none"> 1. Implement syntax rules in Visual Basic programs and apply arithmetic operations for displaying numeric output.

	<ol style="list-style-type: none"> 2. Loop 3. Function and Procedure 4. MDI forms 5. Database System 6. Relational Database Design 	<ol style="list-style-type: none"> 2. Write and apply decision structures for determining different operations 3. Write and apply procedures, sub-procedures, and functions to create manageable code. 4. To build Tables and Relationship between Tables and Multiple Forms and MDI forms used to create Projects. 5. Constructing Table using Normal Forms to avoid duplication. 6. Mapping data based on Constraints
MANAGEMENT ACCOUNTING	<ol style="list-style-type: none"> 1. To understand the scope and importance of management accounting. 2. Different kinds of financial statements and their utility are taught. 	<ol style="list-style-type: none"> 1. The students learn critically to analyze and provide recommendations to improve the operations of organizations through the application of management accounting techniques. 2. The students attain expertise about the fund flow and cash flow frameworks, budgeting systems and performance measurement systems. 3. It guides the students to know weightage of financial and non-financial information in decision making, control and performance evaluation applications of management accounting are dealt. 4. Students can attain skill to conduct financial analysis and appraisal of business. 5. To understand and analyze financial statement to help in managerial decision making. To prepare statements like Cash Flow, Fund Flow, Budgets etc., 6. To understand and analyze financial statement to help in managerial decision making. To prepare statements like Cash Flow, Fund Flow, Budgets etc.,
BUSINESS COMMUNICATION	<ol style="list-style-type: none"> 1. To understand the importance of communication and methods to improve the same. 	<ol style="list-style-type: none"> 1. Students learn the importance of business communication and the methods of communication. Also, introduction to business

	<ol style="list-style-type: none"> 2. Aims at enhancing student understanding about the practical usage of business communication in corporate and industries. 	<p>letter is done.</p> <ol style="list-style-type: none"> 2. To learn the types of business letter in various context like interview, enquiry, sales letters. 3. Different letter forms like bank correspondence, insurance correspondence which are of practical importance are learnt. 4. Students learn how to write a report and its components like agenda, minutes of meeting, office order, circular etc. 5. Students demonstrate strong knowledge on latest trends in communication like e-mail – video conferencing – internet, creation of website and their utility.
BUSINESS ENVIRONMENT	<ol style="list-style-type: none"> 1. 2. To introduce the concept of business environment and its impact on business decisions. 3. To enable the students to appreciate the importance of environment and its impact on business and society. 	<ol style="list-style-type: none"> 1. To enable the students to have an overview of business environment - political, social and global. 2. To impart knowledge on Political Environment – and Government and Business relationship in India 3. To gain knowledge on Social environment, Cultural heritage , social attitudes and impact of foreign culture. 4. To know about Economical Environment and planning system with focus on urbanization and Fiscal deficit. 5. To understand about Financial and technological Environment, Financial system, Commercial banks, RBI and stock exchange
ENVIRONMENTAL STUDIES	<ol style="list-style-type: none"> 1. To understand the importance of environment and impact on human life. 2. To develop a sense of community responsibility by becoming aware 	<ol style="list-style-type: none"> 1. To learn about the basic of environment and its composition. 2. To understand the value of our natural systems and to know how our ecosystems work in the order of nature

	of scientific issues in the larger social context.	<ol style="list-style-type: none"> Students learn what is biodiversity and how to protect and preserve the same Factors causing environmental pollution are being taught to the students Current issues in the society in the environmental context are covered and the effects of human population on environment are being taught.
COMPUTING SKILL	<ol style="list-style-type: none"> To give brief introduction about the basic components of computers. To introduce text manipulation and formatting of text documents. To inculcate the convenient usage of advanced mathematical formulas and operations. To make structured and attractive presentations that stands as a basic aid for communication. To educate about the basic concepts of internet usage and organizing of data. 	<ol style="list-style-type: none"> Students are introduced to the generation of computers, components and classification of computers, various input and output devices. Basic functions like opening, saving and closing a file are being taught. Creating tables in word, inserting pictures from excel, formatting of documents, mail merge concepts are taught Understanding the importance of file management, back up of files and folders, renaming of files and folders, basics of powerpoint are covered. Operations on spreadsheet, creation, tab formatting, mathematical functions, chart creation covered. Students are introduced to basic network topologies, surfing of internet, bookmark how to create email account, printing web
HUMAN RESOURCES MANAGEMENT	<ol style="list-style-type: none"> To understand the importance of human resource management and current trends in this area. To enrich the knowledge base of the students about recruitment and Training. 	<ol style="list-style-type: none"> To know the fundamentals of Human resource management – functions, scope, challenges, role of HRM. Students learn about HR planning – objectives, tools and techniques and terms like Job evaluation, description, specification and Job analysis.

		<ol style="list-style-type: none"> 3. Methods of recruitment and selection and sources of recruitment and steps in recruitment are covered. 4. Meaning and principles of training, Evaluation and effectiveness of training program are learnt. 5. Meaning of performance appraisal, process and methods and latest trends in performance appraisal along with compensation and incentives for employees are covered.
VISUAL BASIC PROGRAMMING	<ol style="list-style-type: none"> 1. The Main objective is to introduce IDE, various controls and its set of properties, characteristics and uses of standard data types. 2. The main aim is to develop the knowledge on flow of control in the program to help develop simple effective programs. 3. To introduce to the graphical user interface that presents a set of options to the learner to choose from. 4. The Primary goal is to educate an environment that is efficient and convenient to handle information or data effectively. 5. The objective is to facilitate the program in handling voluminous data and learn the distinct concepts of database. 	<ol style="list-style-type: none"> 1. Students are introduced to visual basic programming language, integrated development environment, properties of basic controls. 2. Students learn how to display information using dialog boxes, various loop structures and about functions and procedures 3. Creation of single dimensional, multi dimensional and control array. Also, list boxes, combo boxes, menus and MDIs are being covered. 4. Students are introduced to Database management system concepts , its advantages and components. Data types and normal forms are being covered. 5. Basic SQL queries, Group By commands, designing of forms and reports using visual basics are covered.
MARKETING MANAGEMENT	<ol style="list-style-type: none"> 1. To know the importance of marketing in current business scenario. 2. Introduce the students to online 	<ol style="list-style-type: none"> 1. Students are introduced to the basics of marketing management , market orientation, marketing mix, and functions of marketing management. 2. Emerging issues in marketing like business ethics

	marketing and sales promotion techniques.	<p>in marketing, cyber marketing, green marketing are covered.</p> <ol style="list-style-type: none"> Students learn about Product mix, product life cycle, its importance, pricing policies and methods to fix pricing. The students exhibit strong understanding of the need for segmentation in business and factors influencing the same. Also, niche marketing is introduced as a concept. Methods of sales promotion like advertising, salesmanship and ethics in this area are covered.
ENTREPRENEURIAL DEVELOPMENT	<ol style="list-style-type: none"> To introduce entrepreneurship to students community. Introduce the students to different organizations supporting Entrepreneurship. Increase the awareness of students about EDP programs and their role in economic growth. 	<ol style="list-style-type: none"> Basics of entrepreneurship and qualities of entrepreneur and factors influencing entrepreneurship are taught. To learn the ways entrepreneurial development can be implemented through various agencies like DIC, NSIC, SIDBI, SIDO, IDBI, IFCI. Techniques of business idea generation and business opportunities and preparation of project report are learnt. Meaning of entrepreneurial development programs, their role and relevance with achievements and role of government in organizing EDP are dealt. Students gain knowledge on the role of entrepreneur in economic growth and changing approaches in economic scenario for small scale entrepreneurs.
MARKETING RESEARCH	<ol style="list-style-type: none"> To acquaint students with the marketing research process To introduce the students to diverse branches of marketing research 	<ol style="list-style-type: none"> Students will attain Knowledge of the methods, techniques and process of marketing research To understand the use of marketing research in collecting information for making sound marketing decisions

	<p>3. Students can identify marketing problems faced by companies and provide solutions that are supported by good marketing research.</p>	<p>3. Students attain the ability to explain the methods, techniques and process of marketing research .</p> <p>4. Students learn about detailed overview of the stages in the market research process.</p> <ul style="list-style-type: none"> • Students understand the importance of media research and methods to report research findings.
<p>ORGANIZATIONAL BEHAVIOUR</p>	<p>1. To introduce the students to the concept and determinants of organizational structure and group dynamics</p> <p>2. To analyze the different approaches in the field of Organizational behaviour and study about the attributes impacting the organizational behaviour</p>	<p>1. Students will gain knowledge to analyze and compare different models used to explain individual behaviour related to organization.</p> <p>2. To identifies the processes used in developing communication and resolving conflicts.</p> <p>3. Student understand the concepts of group dynamics, organizational change, organizational culture, and organizational climate of an organization.</p> <p>4. Students can understand about Attitudes, perception, conflict and change which are attributes impacting behaviour in an organization.</p> <p>5. To identify the processes used in developing communication and resolving conflicts</p> <p>6. To understand organizational effectiveness and productivity and related approaches.</p>
<p>RESEARCH METHODOLOGY</p>	<p>1. To develop a research orientation among the students and to acquaint them with fundamentals of research methods.</p> <p>2. The course aims at introducing the students to the basic concepts used in research and also scientific social research methods and their approach.</p> <p>3. To develop an understanding of</p>	<p>1. Provide students with the knowledge of the different research methodologies and philosophical approaches.</p> <p>2. Enable students to make informed decisions on the most appropriate methodological choices to carry out their own research.</p> <p>3. Provide students with the knowledge of the research process in business and management science</p>

	<p>various research designs and techniques.</p>	<ol style="list-style-type: none"> 4. Enable students to recognize the problems and limitations associated with certain research methods, instruments for data collection and techniques for data analysis. 5. Students can develop the research questions and objectives that can be addressed in a research design.
<p>TALLY BASICS</p>	<ol style="list-style-type: none"> 1. The students are introduced to computerized accounting environment. 2. Knowledge of Tally, computerized accounting software is imparted to the students. 3. To train the students in preparations of final accounts and other financial statements in Tally. 	<ol style="list-style-type: none"> 1. Students learn the basics of tally and importance of tally in today's computerized environment. 2. Students learn how to create company accounts using tally and about function keys and shortcut keys. 3. To know about voucher entry, payment voucher, receipt voucher, credit and debit note. 4. Students learn how to create single and multiple ledgers, group creation, budget, inventory groups and other functions. 5. Students learn to prepare final accounts in tally along with cash flow statements and inventory analysis reports.
<p>VALUE EDUCATION</p>	<ol style="list-style-type: none"> 1. To impart value system in the students minds. 2. To inculcate the qualities of self esteem and confidence which will attribute to their success 	<ol style="list-style-type: none"> 1. Students learn the importance of values which acts as guiding factor in day to day life. 2. Personal values like affection, compassion, gratitude, courage, optimism are taught to the students to improve their mind and personality. 3. Family values and importance of family bonding are understood by the students. 4. Students understand the difference between self esteem and ego and the harmful effects of Anger.

B.B.A

Program Specific Outcome:

PSO1 Understand the knowledge in the business management in both fundamental and advanced levels.

PSO2 Demonstrate proficiency with the ability to engage in critical thinking by analyzing situations and apply their skills on decision making on both business and life.

PSO3 Ability to perform duties in a way

PSO4 Demonstrate the knowledge of the understanding of the fundamental principle of managing a project and apply the same in one's own work as a member and as a leader of a team, to manage project in a multi disciplinary environment

Subject	Course Objectives	Course Outcomes
<p>TAMIL- I LITERATURE AND LANGUAGE SKILLS</p>	<ol style="list-style-type: none"> To Know The Importance Of Tamil Language Patriotism Is The Essential In Every Man's Life. To Teach The Human Values And Ethics. To Make The Importance Of Unity In Diversity. Highlighting The Bravery Of Freedom Fighters. 	<ol style="list-style-type: none"> Learned The Speciality Of Tamil Language. Gained The Knowledge And The Speciality Of Our Country. To Highlight The Importance Of Unity. To Remove The Enmity And To Cultivate Friendship. To Know About The National Integration.
<p>TAMIL- II LITERATURE AND JOURNALISM</p>	<ol style="list-style-type: none"> It Belongs To Saiva Samayam And Praises Namasivaya Manthiram. Poem Which Praises Lord Shiva . It Belongs To Vainava Samayam, Where Andal Describes Her Dream To Her Friend About Getting Married With Lord Perumal. A Literature Portraying Lord Shiva As Everything And Every Being. This Poem Narrates Philosophical Ideologies Of Life. 	<ol style="list-style-type: none"> Comprehended The Meaning Of Namasivaya Manthiram.. Acquired Knowledge About The Greatness Of Lord Shiva . Understand The Chronicle Of Lord Perumal And Describes The Ultimate Goal Of Life Is To Seek Surrender And Refuge At The Lord's Feet. Acquired Knowledge About The Principle Of Saiva Sidantham. Integrated The Philosophical Idea Of Life.
<p>ENGLISH – I</p>	<ol style="list-style-type: none"> Students learn to develop our nation by freedom, development and to stand up to the world. Youngsters to lookout smart species 	<ol style="list-style-type: none"> It creates awareness amongst the Indian to contribute towards making our country a great one. Helped the younger generation to prevent suicide.

	<p>and make senses right.</p> <ol style="list-style-type: none"> 3. To know the importance of environment to the present generation. 4. To have leisure and satisfaction in all the natural things. 5. To create an inward awareness and outward compassion. 	<ol style="list-style-type: none"> 3. Students practiced to plant and save trees. 4. Throws light on woman's daily chores, sufferings and gave peace. 5. Took a pledge they should make use of their skill for the betterment of humanity
ENGLISH – II	<ol style="list-style-type: none"> 1. To define the qualities of a Goodman. 2. To show the difference between western and ancient culture. 3. To glorify the virtue of forgiveness. 4. To exhort the quality of leadership. 5. To know the three stages of the technologies innovations. 	<ol style="list-style-type: none"> 1. Students gained good qualities how to treat victory and disaster. 2. Learnt what is good and bad in western and ancient cultures. 3. Achieved to forgive their fellowmen. 4. Understand to become a good leader. 5. Students learnt the fast stages of technology.
Financial Accounting	<ol style="list-style-type: none"> 1. To help the students gain sound understanding of basic accounting concepts and principles of the accounting process. 2. To familiarize the students with the method of preparing final Accounts for Sole Proprietorship concerns and Non-Trading organizations. 	<ol style="list-style-type: none"> 1. Students learn the basics of accounting concepts and preparation of final accounts for Sole proprietorship concern. 2. To inculcate the ability to rectify the errors arising at different stages of the Accounting Process. 3. Enable the students to prepare Bank reconciliation statements to identify and understand the timing difference between cash book accounting and pass book. 4. Students learn the types of depreciation and method of calculating depreciation and accounting treatment for the same. 5. Preparation of accounts on Single entry system in small organization along with difference between

		single and double entry system is covered.
Business Economics	<ol style="list-style-type: none"> To understand basic economics and apply the practical economics in life. To apply economic models to examine current economic issues and evaluate policy options for addressing these issues. 	<ol style="list-style-type: none"> Students learn the fundamentals of business economics and meaning of technical terms associated with economics. To know the two key determinants – demand and supply of micro economics. To know the meaning of consumer behavior theory and interpretation of different economists about the theory. To understand about theory of production and law of variable proportion To analyze about market structure and role of time elements in price determination.
BUSINESS STATISTICS	<p>To make the students familiar with</p> <ol style="list-style-type: none"> Probability and baye’s theorem. Basic probability concepts and probability distributions Correlation and regression Testing the hypotheses by small and large samples Analysis of variance 	<ol style="list-style-type: none"> To understand the concept of probability and baye’s theorem. To be familiar with basic probability concepts and probability distributions To have thorough knowledge about correlation and regression To be exposed in testing the hypotheses by small and large samples To have thorough knowledge about analysis of variance
BASIS OF RETAIL MARKETING	<ol style="list-style-type: none"> To expose the students to various trend in retail business. To provide the basic understanding of broad set of specialized activities and techniques in managing retail business. To motivate the students to take 	<ol style="list-style-type: none"> Basics of retailing, meaning of retail marketing, and growth of retailing are covered. Students learn about functions of retailing and types of retailing with characteristics. The factors influencing retail location like branding, labeling and Franchising are taught. Methods of communication tools in retailing like window display, advertisement are covered. Fundamentals of supply chain management along

	up retailing business as a carrier.	with importance of IT in retailing is covered.
ESSENTIALS OF LANGUAGE AND COMMUNICATION - II	<ol style="list-style-type: none"> 1. To ensure that students imbibe natural flair for English language 2. To communicate without mistake. 3. To improve the four basic skills, listening, speaking, reading and writing. 4. To enrich their vocabulary. 5. To improve the fluency of students. 	<ol style="list-style-type: none"> 1. Individuals preparing for a job and students preparing for college or graduate entrance exams will benefit from a time tested review of basic skills. 2. Students developed their ability to think and to organize and communicated their ideas. 3. Students utilized reading and research for critical thinking. 4. Students developed college level vocabulary skills to enhance writing. 5. Improved spoken English language and organized basic grammar.
PRODUCTION & MATERIALS MANAGEMENT	<ol style="list-style-type: none"> 1. To learn about the scope and application of Production management. 2. To understand the importance of Production planning and product planning. 	<ol style="list-style-type: none"> 1. Students gain knowledge on product planning and development i.e evolution of new products and designing of those products on the basis of specific demand. 2. Students gain knowledge on executing the production plans, policies and decisions of an organization. 3. Students gain an idea about the management functions supporting the entire cycle of material flow, from the purchase of production materials to planning and control of work in progress. 4. Also, purchase management with focus on purchase procedure and scientific purchasing is learnt. 5. To know about the functions of inventory management and ABC analysis. 6.

<p>MANAGEMENT INFORMATION SYSTEMS</p>	<ol style="list-style-type: none"> 1. The primary objective is to provide learners with information at various levels in an organization 2. The key is to help classify the system based on categories and its advantages. 3. To inculcate modern management aids to handle quantitative and qualitative information. 4. To develop analytic skill that help facilitate best course of action. 	<ol style="list-style-type: none"> 1. Introduction to MIS, support for planning, organizing and controlling information systems. 2. Fundamentals of system and its characteristics, types of information system and competitive advantages. 3. Fundamentals of computers, classification of computers, types of devices, types of software and data base management system concepts. 4. Meaning of system analysis and functions of system analyst. 5. Concepts on group decision support systems and DSS along with functions are taught. Basics of BPO and functions are covered.
<p>ESSENTIALS OF SPOKEN AND PRESENTATION SKILLS.</p>	<ol style="list-style-type: none"> 1. Students to speak correct English. 2. To chisel the presentation skills. 3. To improve their body language. 4. To boost the confidence of the students. 5. Giving them chance to present on various topics. 	<ol style="list-style-type: none"> 1. Developed abilities promises a double pay off in the business world. 2. Gained appropriate behaviors and effective communication. 3. Improved in their dress code. 4. Confidently faced interviews. 5. Learnt good English and prospered in professional and personal lives.
<p>FUNDAMENTALS OF INSURANCE</p>	<ol style="list-style-type: none"> 1. To acquaint the students with the origin and scope of insurance along with types of insurance. 2. To impart the fundamentals of life insurance and the regulating bodies associated with insurance. 	<ol style="list-style-type: none"> 1. Origin of insurance and features, principles, types are covered. 2. To know about life insurance, principles and types of policies in fire, marine and life insurance. 3. Students learn about regulating authorities governing the insurance companies

<p align="center">BUSINESS MANAGEMENT</p>	<ol style="list-style-type: none"> 1. To enable the students to appreciate the contribution made by management thinkers towards the basic principles and function of management. 2. To provide opportunities to apply the general function of management in day today managerial practice. 	<ol style="list-style-type: none"> 1. Students learn the fundamentals of management and its extent of application. Scientific management theories are being covered. 2. To learn the management function of planning, its importance, forms and different types like policies, procedures, methods etc. Also, the function of decision making is learnt. 3. Function of organizing is taught with focus on organization structure , both formal and informal 4. Students learn about the importance of Authority in an organization and requirement of delegation and difference between the two. Importance of coordination with focus on the techniques for effective coordination
<p align="center">INTERNATIONAL BUSINESS</p>	<ol style="list-style-type: none"> 1. To gain knowledge on international business scenario and develop the ability to understand the global business environment. 2. Educate the students about International monetary system and regulatory bodies governing the same. 	<ol style="list-style-type: none"> 1. To understand international legal procedure, customs and regulations. 2. Learn about the perspective of economists on global environment and international business. 3. Introduce the concepts of Foreign trade and balance of trade and terminologies associated with the same. 4. Students learn about International monetary system and the governing body IBRD. 5. An overview of the functions of WTO, the intergovernmental organization that regulates international trade is dealt with.
<p align="center">COST ACCOUNTING</p>	<ol style="list-style-type: none"> 1. To understand the basic concepts and processes used to determine product costs. 2. To interpret cost accounting statements, 3. To analyze and evaluate information for cost 	<ol style="list-style-type: none"> 1. To understand of the role and function of cost and management accounting in achieving the objectives of an organization 2. To demonstrate costing methods and techniques appropriate to a variety of different businesses 3. To understand the costing system, management control and cost control techniques.

	<p>ascertainment, planning, control and decision making, and to solve simple cases.</p> <ol style="list-style-type: none"> 4. To enhance student skills, advance knowledge and provide vocationally relevant program for those intending to pursue careers in accounting, management and finance 5. To provide relevant and valuable cost and management information that is important in the execution of planning ,controlling and decision making 	<ol style="list-style-type: none"> 4. To examine the costing method and operating costing (JIT costing) 5. To impart knowledge on standard costing and variance analysis. 6. To know about cost volume profit analysis and decision making under marginal cost. 7. To analyze financial statement . 8. To Carry out costing and quantitative techniques at an advanced level; 9. Apply and defend the appropriateness of techniques to the production and presentation of information for management decision making by the use of case studies; 10. Understand and integrate theories of Organisational Behaviour, Strategic Management, and Organizational Theory to Management Accounting
<p>INTRODUCTION TO INFORMATION TECHNOLOGY</p>	<ol style="list-style-type: none"> 1. The main objective is to introduce the basic concepts of computer, its anatomy and to make ease of computer usage. 2. The key Constraint is to make familiar the functions of devices that help to perform communication with the computer. 3. The objective is to introduce software in order to maximize the resource capabilities and productivity. 4. It is intended to provide set of principles needed for programming and lay a strong foundation for problem solving methodologies or techniques using computers. 	<ol style="list-style-type: none"> 1. Students learn the basic components of computers and about processing unit and memory unit. 2. Students gain knowledge about keyboard, joystick, scanners, types of printers and magnetic tapes, hard drives. 3. To learn about the operating system, device drivers, types of application software – word, excel, powerpoint. 4. They learn about how to define a problem, write algorithm and create flowcharts. 5. Database concepts like relationships in database, file structures and internet related features are covered.

	5. The aim is to facilitate the usage of large volumes of data in an orderly and effectively manner.	
Company Law	<ol style="list-style-type: none"> 1. To understand the provisions of companies act and its implications. 2. Aims at enhancing student knowledge about the secretarial practices followed in corporates and industries. 	<ol style="list-style-type: none"> 1. Students are introduced to Companies Act 2013 and its provisions. Also, the kinds of companies and role of promoters in incorporating a company are dealt with. 2. Various documents related to a company like MoA, AoA, Prospectus, and provision for alteration of documents are introduced to the students. 3. Rules and regulations for appointment of directors, qualification required, methods of acquiring membership, rights and liabilities of members are covered. 4. Latest trends in corporate governance are demonstrated. 5. Different kinds of meeting that happens in a company and kinds of resolutions that are passed are covered. Also, role of company secretary with respect to meetings is learnt. 6. Students learn about winding up of companies and procedure for winding up. Also, powers and liabilities of liquidators are learnt.
Service Marketing	<ol style="list-style-type: none"> 1. Aims at enriching the students' understanding of service marketing and its characteristics. 2. To provide an overview of effective management of service marketing and techniques for delivering high quality service. 	<ol style="list-style-type: none"> 1. Students will learn the challenges facing the services marketing in diverse environments – traditional, commercial, marketing, e-marketing , non-commercial. 2. Learn about marketing mix and the four unique traits of services marketing. 3. The difference between marketing physical products and intangible services, including dealing with the extended services are covered.

		<ol style="list-style-type: none"> 4. Recognise the challenges faced in services delivery as a part of effective management of service marketing. 5. Diverse services involving marketing – Financial, Health, Hospitality, Travel, Educational are covered.
MANAGEMENT ACCOUNTING	<ol style="list-style-type: none"> 1. To understand the scope and importance of management accounting. 2. Different kinds of financial statements and their utility are taught. 	<ol style="list-style-type: none"> 1. The students learn critically to analyze and provide recommendations to improve the operations of organizations through the application of management accounting techniques. 2. The students attain expertise about the fund flow and cash flow frameworks, budgeting systems and performance measurement systems. 3. It guides the students to know weightage of financial and non-financial information in decision making, control and performance evaluation applications of management accounting are dealt. 4. Students can attain skill to conduct financial analysis and appraisal of business. 5. To understand and analyze financial statement to help in managerial decision making. To prepare statements like Cash Flow, Fund Flow, Budgets etc., 6. To understand and analyze financial statement to help in managerial decision making. To prepare statements like Cash Flow, Fund Flow, Budgets etc.,
BUSINESS COMMUNICATION	<ol style="list-style-type: none"> 1. To understand the importance of communication and methods to improve the same. 2. Aims at enhancing student understanding about the practical 	<ol style="list-style-type: none"> 1. Students learn the importance of business communication and the methods of communication. Also, introduction to business letter is done. 2. To learn the types of business letter in various

	usage of business communication in corporate and industries.	<p>context like interview, enquiry, sales letters.</p> <ol style="list-style-type: none"> 3. Different letter forms like bank correspondence, insurance correspondence which are of practical importance are learnt. 4. Students learn how to write a report and its components like agenda, minutes of meeting, office order, circular etc. 5. Students demonstrate strong knowledge on latest trends in communication like e-mail – video conferencing – internet, creation of website and their utility.
BUSINESS ENVIRONMENT	<ol style="list-style-type: none"> 1. To introduce the concept of business environment and its impact on business decisions. 2. To enable the students to appreciate the importance of environment and its impact on business and society. 	<ol style="list-style-type: none"> 1. To enable the students to have an overview of business environment - political, social and global. 2. To impart knowledge on Political Environment – and Government and Business relationship in India 3. To gain knowledge on Social environment, Cultural heritage , social attitudes and impact of foreign culture. 4. To know about Economical Environment and planning system with focus on urbanization and Fiscal deficit. 5. To understand about Financial and technological Environment, Financial system, Commercial banks, RBI and stock exchange
ENVIRONMENTAL STUDIES	<ol style="list-style-type: none"> 1. To understand the importance of environment and impact on human life. 2. To develop a sense of community responsibility by becoming aware of scientific issues in the larger social context. 	<ol style="list-style-type: none"> 1. To learn about the basic of environment and its composition. 2. To understand the value of our natural systems and to know how our ecosystems work in the order of nature 3. Students learn what is biodiversity and how to protect and preserve the same 4. Factors causing environmental pollution are being

		<p>taught to the students</p> <p>5. Current issues in the society in the environmental context are covered and the effects of human population on environment are being taught.</p>
COMPUTING SKILL	<ol style="list-style-type: none"> 1. To give brief introduction about the basic components of computers. 2. To introduce text manipulation and formatting of text documents. 3. To inculcate the convenient usage of advanced mathematical formulas and operations. 4. To make structured and attractive presentations that stands as a basic aid for communication. 5. To educate about the basic concepts of internet usage and organizing of data. 	<ol style="list-style-type: none"> 1. Students are introduced to the generation of computers, components and classification of computers, various input and output devices. 2. Basic functions like opening, saving and closing a file are being taught. Creating tables in word, inserting pictures from excel, formatting of documents, mail merge concepts are taught 3. Understanding the importance of file management, back up of files and folders, renaming of files and folders, basics of powerpoint are covered. 4. Operations on spreadsheet, creation, tab formatting, mathematical functions, chart creation covered. 5. Students are introduced to basic network topologies, surfing of internet, bookmark how to create email account, printing web
HUMAN RESOURCES MANAGEMENT	<ol style="list-style-type: none"> 1. To understand the importance of human resource management and current trends in this area. 2. To enrich the knowledge base of the students about recruitment and Training. 	<ol style="list-style-type: none"> 1. To know the fundamentals of Human resource management – functions, scope, challenges, role of HRM. 2. Students learn about HR planning – objectives, tools and techniques and terms like Job evaluation, description, specification and Job analysis. 3. Methods of recruitment and selection and sources of recruitment and steps in recruitment are covered. 4. Meaning and principles of training, Evaluation and

		<p>effectiveness of training program are learnt.</p> <p>5. Meaning of performance appraisal, process and methods and latest trends in performance appraisal along with compensation and incentives for employees are covered.</p>
Corporate Financial Management	<ol style="list-style-type: none"> 1. The basic fundamental concepts and tools of finance. 2. Financial management concepts and tools to the decisions faced by a manager in investment decisions. 3. Financial management concepts and tools to the financing decisions and dividend decisions faced by the firm. 4. Appraise the risk profile of firms; specifically, estimate the costs of capital, including debt and equity capital, using financial data. 5. To Explain the global financial environment and the globalization process experienced by multinational corporations. 	<ol style="list-style-type: none"> 1. Students can learn the key themes in corporate finance 2. Students can understand the role of finance in an organization 3. It explain and analyse the interrelationship between finance and governance 4. Students can analyse the relationship between strategic decision making and corporate financing decisions. 5. Compute the appropriate discount rate for assets and cost of capital for a firm. 6. Compute capital budgeting for capital investment decisions. 7. Analyze how corporate financial decisions (such as financing policy, capital structure, dividend, etc.) influence firm value. 8. Integrate analysis and valuation with applications of different corporate financial management problems.
Strategic Management	<ol style="list-style-type: none"> 1. To understand the practical and integrative model of strategic management. 2. Demonstrate the knowledge and abilities in formulating strategies and strategic plans. 	<ol style="list-style-type: none"> 1. Students will learn about different approaches to strategic decision making and the importance of Mission, vision, goals for a organization. 2. Students can learn the challenges faced by managers in implementing and evaluating strategies based on the nature of business, industry, and cultural differences. 3. To gain the knowledge about how to take strategic decisions at corporate level with the given factors and ways to implement it. 4. Interrelationship between formulation and

		<p>implementation are learnt along with diverse aspects of strategy implementation.</p> <p>5. To learn about functional and operational implementation along with techniques of strategic evaluation and control.</p>
MARKETING MANAGEMENT	<ol style="list-style-type: none"> 1. To know the importance of marketing in current business scenario. 2. Introduce the students to online marketing and sales promotion techniques. 	<ol style="list-style-type: none"> 1. Students are introduced to the basics of marketing management, market orientation, marketing mix, and functions of marketing management. 2. Emerging issues in marketing like business ethics in marketing, cyber marketing, green marketing are covered. 3. Students learn about Product mix, product life cycle, its importance, pricing policies and methods to fix pricing. 4. The students exhibit strong understanding of the need for segmentation in business and factors influencing the same. Also, niche marketing is introduced as a concept. 5. Methods of sales promotion like advertising, salesmanship and ethics in this area are covered.
ENTREPRENEURIAL DEVELOPMENT	<ol style="list-style-type: none"> 1. To introduce entrepreneurship to students community. 2. Introduce the students to different organizations supporting Entrepreneurship. 3. Increase the awareness of students about EDP programs and their role in economic growth. 	<ol style="list-style-type: none"> 1. Basics of entrepreneurship and qualities of entrepreneur and factors influencing entrepreneurship are taught. 2. To learn the ways entrepreneurial development can be implemented through various agencies like DIC, NSIC, SIDBI, SIDO, IDBI, IFCI. 3. Techniques of business idea generation and business opportunities and preparation of project report are learnt. 4. Meaning of entrepreneurial development programs,

		<p>their role and relevance with achievements and role of government in organizing EDP are dealt.</p> <p>5. Students gain knowledge on the role of entrepreneur in economic growth and changing approaches in economic scenario for small scale entrepreneurs.</p>
MARKETING RESEARCH	<ol style="list-style-type: none"> 1. To acquaint students with the marketing research process 2. To introduce the students to diverse branches of marketing research 3. Students can identify marketing problems faced by companies and provide solutions that are supported by good marketing research. 	<ol style="list-style-type: none"> 1. Students will attain Knowledge of the methods, techniques and process of marketing research 2. To understand the use of marketing research in collecting information for making sound marketing decisions 3. Students attain the ability to explain the methods, techniques and process of marketing research . 4. Students learn about detailed overview of the stages in the market research process. 5. Students understand the importance of media research and methods to report research findings.
ORGANIZATIONAL BEHAVIOUR	<ol style="list-style-type: none"> 1. To introduce the students to the concept and determinants of organizational structure and group dynamics 2. To analyze the different approaches in the field of Organizational behaviour and study about the attributes impacting the organizational behaviour 	<ol style="list-style-type: none"> 1. Students will gain knowledge to analyze and compare different models used to explain individual behaviour related to organization. 2. To identifies the processes used in developing communication and resolving conflicts. 3. Student understand the concepts of group dynamics, organizational change, organizational culture, and organizational climate of an organization. 4. Students can understand about Attitudes, perception, conflict and change which are attributes impacting behaviour in an organization. 5. To identify the processes used in developing communication and resolving conflicts 6. To understand organizational effectiveness and

		productivity and related approaches.
RESEARCH METHODOLOGY	<ol style="list-style-type: none"> 1. To develop a research orientation among the students and to acquaint them with fundamentals of research methods. 2. The course aims at introducing the students to the basic concepts used in research and also scientific social research methods and their approach. 3. To develop an understanding of various research designs and techniques. 	<ol style="list-style-type: none"> 1. Provide students with the knowledge of the different research methodologies and philosophical approaches. 2. Enable students to make informed decisions on the most appropriate methodological choices to carry out their own research. 3. Provide students with the knowledge of the research process in business and management science 4. Enable students to recognize the problems and limitations associated with certain research methods, instruments for data collection and techniques for data analysis. 5. Students can develop the research questions and objectives that can be addressed in a research design.
FINANCIAL SERVICE	<ol style="list-style-type: none"> 1. To describe the types of equity securities that companies can use to raise equity capital and how these securities can be listed and traded on the Indian Stock Exchange. 2. To apply different company valuation techniques to determine share prices. 3. To describe the characteristics of different types of debt securities and be able to price them. 4. To describe different theories of how interest rates are determined and explain the relationship between the 	<ol style="list-style-type: none"> 1. To understand the role of financial service in the development of the capital market and the economy of the country 2. To know about Capital Market 3. To impart knowledge on Stock Market 4. To gain knowledge on Financial Services and Merchant Banking 5. To know about Derivative Markets and Trading System 6. Acquire knowledge about general aspects of business operations. 7. Describe the role of accounting information system and its limitations. 8. Explain the concepts and procedures of

	<p>term to maturity, risk, and interest rates</p> <p>5. To reviews each of the mainstream financial markets and investigates the various institutional participants and the different types of financial instruments offered</p>	<p>financial reporting, including income statement, statement of retained earnings, balance sheet, and statement of cash flows.</p> <p>9. Identify the basic economic events most common in business operations and be able to report the events in a generally accepted manner, including the impacts of alternative accounting methods on financial statements.</p> <p>10. To analyze financial data from annual reports of corporations</p>
<p>VALUE EDUCATION</p>	<p>1. To impart value system in the students minds.</p> <p>2. To inculcate the qualities of self esteem and confidence which will attribute to their success</p>	<p>1. Students learn the importance of values which acts as guiding factor in day to day life.</p> <p>2. Personal values like affection, compassion, gratitude, courage, optimism are taught to the students to improve their mind and personality.</p> <p>3. Family values and importance of family bonding are understood by the students.</p> <p>4. Students understand the difference between self esteem and ego and the harmful effects of Anger.</p>

M.A. BUSINESS ECONOMICS

PROGRAM OUTCOME

PO1. Arts: The two years Arts program enables the students to gain a thorough knowledge in the

Advance theories of economics and Finance.

PO2. Problem Analysis: The all inclusiveness of the course ensures that students are turned up to date in

Micro Economic theory. Courses in advanced and professional outlook level, effective development will also progress to the valuing and organizational levels.

PO3. Arts Students and Society: This equips the students to face the modern day challenges in Economic growth

and Issues by having exposure towards research and professional excellence. Also enable them to meet the requirements of corporate sector.

PO4. Ethics: Apply ethical principles and commit to the professional ethics and norms.

PO5. Environment and Sustainability: To understand the impact of responsibility of pursuing the environment

and demonstrate the need for sustainable development.

PO6. Individual and Team Work: Function effectively as an individual and as member or leader in diverse teams

in multi – disciplinary settings.

PO7. Communication: Speak, read , write and listen clearly in person and through electronic media in English

and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

PO8. Project Management and Finance: Demonstrate the knowledge of the understanding of the fundamental

principle of managing a project and apply the same in one's own work as a member and as a leader of a team,
to manage project in a multi disciplinary environment

PO9. Life – Long Learning: Recognize the need for and have the preparation and ability to engage in independent and lifelong learning in the broadest context of technological change.

PROGRAM SPECIFIC OUTCOME

PSO1. Understand the trend in Indian and World Economy.

PSO2. Analyze the macroeconomic Policies including fiscal and economic policies of India

PSO3. Determine the economic variables including inflation, un employment, poverty, GDP, Balance of Payments using statistical methods.

PSO4. Understand the trends of financial and money markets and perform cost – benefit analysis for making investment decisions.

SUBJECT	COURSE OBJECTIVE	COURSE OUTCOME
<p>Indian Economic Development & Policies – I</p>	<ol style="list-style-type: none"> 1.To identify the difference between different sectors of our economy. 2.To understand the rising importance of the agriculture and industry sector. 3.The determination of state responsibility and private enterprises in industrialization. 4.Development a perspective on the different problems and approach to economic planning and development in India. 5.Understand the role of agriculture , industry and trade in the development process of the less developed countries. 	<ol style="list-style-type: none"> 1. Students learn about developed and under developed countries and its characteristics. 2. Students get the clear knowledge about concept of mixed economy, objectives of planning and five years plans have been taught to students. 3. Students get the clear knowledge about concept of mixed economy, objectives of planning and five years plans have been taught to students. 4. Students learn about agriculture and its technological polices , prices polices and about agricultural credit. 5. Students get the clear knowledge about industrial policy, licensing, production distribution control etc. 6. The theory of balanced and unbalanced growth has been taught to be students.
<p>MICRO ECONOMIC THEORY-I</p>	<ol style="list-style-type: none"> 1. Understand the links between household behavior and the economic models of demand. 2. Understand how different degrees of competition in a market affect pricing and output. 3. Development cost functions from production function. 	<ol style="list-style-type: none"> 1. To understand about the nature and types of consumers behavior 2. Students learn about demand and its types in detailed. 3. The unit gives a information about revealed preference theory of demand 4. Students get a detailed knowledge production function. 5. This concept and theory of costs, cost function ,cost curve has been explained in the lesson.
<p>STATISTICS FOR ECONOMISTS</p>	<ol style="list-style-type: none"> 1. Understand and application of the probability in a variety of economic models. 2. Apply the statistical tools that economists use to analyze data. 3. Understand how to analyze economic data. 4. Understand the statistical tools econmists use in empirical research. 5. Application of the times series and index number analysis. 	<ol style="list-style-type: none"> 1. To impart knowledge on probability distribution of mean and some distribution. 2. Students get the clear knowledge about sampling and distribution. 3. Students learn about chi-square test and ANOVA 4. To analyze about the statistical estimations 5. To know about the time series analysis and index number analysis.

<p>INDIAN ECONOMIC DEVELOPMENT & POLICIES – II</p>	<ol style="list-style-type: none"> 1. Application of economic theory in the context of India’s economic growth and development. 2. The economic development of a country depends very much on the availability of infrastructural facilities in the country. 3. The course inter-related issues relating to the growth and development of the Indian economy. 4. Understand the role of the Indian economy in the global context, and how different factors have affected this process. 	<ol style="list-style-type: none"> 1. To gain knowledge on trade policies 2. Students get the knowledge about poverty and income distribution. 3. To examine about economic dynamics and trade cycles. 4. To analyze about the infrastructure in the Indian economy 5. Students learn about the unemployment and its types.
<p>Micro Economics-II</p>	<ol style="list-style-type: none"> 1. Understand the nature and consequence of general equilibrium (Pareto optimality). 2. Understand the major characteristics different market structures and the implications for the behavior of the firm. 3. Apply economic reasoning to managerial theories of the firm. 	<ol style="list-style-type: none"> 1. To examine the market structure 2. To know about the critique of the neo-classical theory of firm. 3. Students study about managerial theories of the firm 4. Students get the knowledge about the theory of distribution. 5. General equilibrium analysis has been taught to the students.
<p>Research methodology</p>	<ol style="list-style-type: none"> 1. Use economic data and analysis to describe or explain the problem. 2. 1.Understand the elements of a good research desizn, its, purpose, and its relationship to hypothesis/ problem statement. 3. Understand validity and sampling concern in research design. 4. Understand ethical issues arise in conducting economic research and strategies for resolving them. 	<ol style="list-style-type: none"> 1. To understand the basic concepts of social research. 2. To know about stages in research process. 3. To analyze the Research Design formation. 4. To know about basic knowledge on sampling and questionnaire 5. To enable the students to understand the importance and scope of social surveys.
<p>ACCOUNTING FOR MANAGERIAL DECISIONS</p>	<ol style="list-style-type: none"> 3. To understand and analyse financial statement to help in managerial decision making. 4. To prepare statements like cash flow, 	<ol style="list-style-type: none"> 1. To understand and analyze financial statement to help in managerial decision making. 2. To examine financial statement analysis 3. To compute ratio analysis

	<p>funds flow, budgets etc., so as to assist the management to take meaningful and correct decisions.</p>	<p>4. To impart knowledge on Budgets and Budgetary Control 5. To identify the fund flow and cash flow statement.</p>
Macro Economics Theory-I	<ol style="list-style-type: none"> 1. Understand the basis of national income accounting. 2. Learn the determinants of long term economic growth, including the role of saving and investment on the rate of growth. 3. Analyze the factors that determine IS-LM curves. 	<ol style="list-style-type: none"> 1. To have a knowledge on National Income and its concepts 2. To know about the monetary and fiscal policies in the classical scheme of things. 3. Students study about Keynesian macro economics 4. This model examine the three sectors using IS-LM curve are taught to the students.. 5. Students get the knowledge about importance of development in consumption function
Public Economics -I	<ol style="list-style-type: none"> 1. Apply micro economic theories to public decision making. 2. Explain public goods, externalities and government intervention using micro economic theories. 3. Effectively communicate the rationales for government intervention in the economy. 	<ol style="list-style-type: none"> 1. To identify the role of public and private sectors in the economy 2. Students learn about the welfare foundation of public economics. 3. To know about the theory of social goods 4. To identify the major areas and roles for public expenditure in India. 5. To learn about the theory of taxation.
International Economics-I	<ol style="list-style-type: none"> 1. Use model of trade to demonstrate the gains from exchange as well as the effects on income distribution within countries due to trade with foreign nations. 2. Analyze how various policies, both domestic and foreign, may affect exchange rate and economic welfare. 3. Understand the role key international institutions play in affecting trade 	<ol style="list-style-type: none"> 1. Students learn about the theoretical basis of trade by various economist 2. To understand about the Trade indifference curves and factor prices 3. To enable the students to understand terms of trade and gains from trade 4. Students learn about the tariff and quotas in international trade. 5. To study the factors influencing international trade and vent are taught to students

	flows across the world.	
Managerial economics	<ol style="list-style-type: none"> 1. Apply economic principles to management decisions. 2. Analyze the implications of various elasticity of consumer demand for pricing and location decisions. 3. Determine if and how a firm can engage in price discrimination or implement two-part pricing. 	<ol style="list-style-type: none"> 1. Understanding the basic concepts of managerial economics 2. Basic concepts of Demand, Supply and Equilibrium and their determinants 3. To understand the meaning and price-output decisions of monopoly firm, both in short and long-run 4. To impart knowledge on profit management and cost of capital 5. To analyze the key issues and challenges in macro economic policies are taught to the students.
FINANCIAL MANAGEMENT	<ol style="list-style-type: none"> 3. To understand the importance of financial management and its role in business. 4. To introduce the students to the concepts of capital structure and Dividend policies. 	<ol style="list-style-type: none"> 1. To gain knowledge and skills in financial management and value of risk. 2. To impart knowledge on principles of capital structure. 3. Students should be able to understand cost of capital. 4. To impart knowledge on capital budgeting and probability. 5. To determine the working capital and capital management.
Macro Economics Theory-II	<ol style="list-style-type: none"> 1. Analyze the determinant of the relative strengths of fiscal and monetary policy for affecting gross domestic product. 2. Understand the perspective of classical economists on the nature and causes of wealth of nations. 3. Learn how to access and interpret forecasts using macro economic data. 	<ol style="list-style-type: none"> 1. Students learn about the advance knowledge on investment, multiplier and accelerator. 2. List the determinants of the demand for money 3. To Understand the causes and effects of inflation and unemployment. 4. Describe the balance of payment and FDI 5. Demonstrate an understanding of monetary and fiscal policy options as they relate to economic stabilization in the short run and in the longrun
PUBLIC ECONOMICS-II	<ol style="list-style-type: none"> 1. Understand how monetary and fiscal policy affect the financial system. 2. Understand the various concepts of tax structure. 3. To know about the local finance and state finance commissions. 	<ol style="list-style-type: none"> 1. A knowledge and understanding of key economic issues in the analysis of taxation in India 2. To understand the public debt and debt management in India 3. To study the specific monetary and fiscal policy. 4. Students understand about fiscal federalism and their commission.
International Economics-II	<ol style="list-style-type: none"> 1. Understand the role played by various international institutions with regards to exchange rate values and flow on 	<ol style="list-style-type: none"> 1. TO Familiar with the foreign trade and exchange control. 2. Outline the balance of payments theories. 3. To analyze the methods and determinant of exchange rate.

	<p>international assets.</p> <ol style="list-style-type: none"> 2. Understand the functioning of various exchange rate regimes. 3. Understand the role of exchange rates and how they are determined in the short-run and long run. 	<ol style="list-style-type: none"> 4. Students learn about the international currency system. 5. Critically comment on international economic policies and New economics policy
Human Resource Management	<ol style="list-style-type: none"> 3. To understand the importance of human resource management and current trends in this area. 4. To enrich the knowledge base of the students about recruitment and Training. 	<ol style="list-style-type: none"> 1. To Understand the importance of human resource and their effective management in organization. 2. To analyze the role of recruitment, job and selection in relation to the organization. 3. Describe appropriate and modern technique in job evaluation. 4. To know about purpose of human resource information system. 5. To enable the students to understand the motivation and safety management.
GENERAL FINANCIAL SERVICES		<ol style="list-style-type: none"> 1. To have in depth knowledge in financial related concepts. 2. To know about legal and tax aspects. 3. To impart knowledge on factoring and bills accounting. 4. To familiarize students with the venture capital and risk. 5. To understand about the various concepts of mutual fund.

M.SC-MATHEMATICS**PROGRAM OUTCOME**

- PO1. Science:** Apply the knowledge of science fundamentals to solve problems in chosen field.
- PO2. Problem Analysis:** Identify and review literature, thereby analysing problems to arrive at substantiated solutions using the generalization and advanced principles of science.
- PO3. Science Graduate and Society:** Apply reasoning and research to assess the societal issues like health, safety, legal and technological, and cultural to dominate the need for sustainable development.
- PO4. Ethics:** Apply ethical principles and commit to the professional ethics and norms.
- PO5. Environment and Sustainability:** To understand the impact of responsibility of pursuing the environment and demonstrate the need for sustainable development in their specialized area.
- PO6. Individual and Team Work:** Function effectively and efficiently as an individual and as member or leader in diverse teams in multi – disciplinary settings.
- PO7. Communication:** Speak, read , write and listen clearly in person and through electronic media in English and in any Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.
- PO8. Project Management and Finance:** Demonstrate the knowledge of the understanding of the fundamental principle of managing a project and apply the same in one’s own work as a member and as a leader of a team, to manage project in a multi disciplinary environment.
- PO9. Life – Long Learning:** Recognize the need for and have the preparation and ability to engage in independent and life long learning in the broadest context of technological change

Subject	Course Objectives	Course Outcomes
Algebra – I & II	<ol style="list-style-type: none"> 1. Sylow's subgroups of a given group and write class equation of the same 2. Finite abelian group as direct products of cycle groups also modules 3. Canonical forms, triangular form of given linear transformation 4. Jordan form and rational canonical form, of linear transformation 5. Trace and transport of given LT. 6. Field and find its dimension 7. Roots of the given polynomials for extension fields. 8. Relationship between roots of Galois group. 9. Finite fields. 10. Polynomials equation. 11. Frobenius and Four square theorem. 	<ol style="list-style-type: none"> 1. Able to find and understand the Sylow's subgroups of a given group and write class equation of the same 2. Able to find and understand given finite abelian group as direct products of cycle groups also modules 3. Able to find and understand the Canonical forms, triangular form of given linear transformation 4. Able to find and understand the Jordan form and rational canonical form, of linear transformation 5. Able to find and understand trace and transport of given LT. also differentiates Hermitian, unitary, normal transformations. 6. Able to find and understand the given field and find its dimension 7. Able to find and understand roots of the given polynomials for extension fields. 8. Able to find the relationship between roots of Galois group. 9. Able to find and understand the concept of finite fields. 10. Able to find and understand the given polynomials equation. 11. Able to find and understand the theorem of Frobenius and Four square theorem.
Real Analysis – I & II	<ol style="list-style-type: none"> 1. To make the students familiar with 2. The function of bounded variation and Dirichlet's test and Abel's test 3. Riemann - Stieltjes Integral 4. The Mean value theorems for Riemann - 	<ol style="list-style-type: none"> 1. Able to find and understand the function of bounded variation and Dirichlet's test and Abel's test 2. Able to find Riemann - Stieltjes Integral 3. Able to find and understand the Mean value theorems for Riemann - Stieltjes integrals

	<p>Stieltjes integrals</p> <ol style="list-style-type: none"> 5. The Infinite Series and infinite Products and power series 6. Sequences of Functions 7. Measure on the Real line 8. Integration of Functions of a Real variable 9. Fourier Series and Fourier Integrals 10. Multivariable Differential Calculus 11. Implicit Functions and Extremum Problems 	<ol style="list-style-type: none"> 4. Able to find and understand the Infinite Series and infinite Products and power series 5. Able to find and understand Sequences of Functions 6. Able to find and understand Measure on the Real line 7. Able to find and understand Integration of Functions of a Real variable 8. Able to find and understand Fourier Series and Fourier Integrals 9. Able to find and understand Multivariable Differential Calculus 10. Able to find and understand Implicit Functions and Extremum Problems
<p style="text-align: center;">Ordinary Differential Equations</p>	<p style="text-align: center;">To make the students familiar with</p> <ol style="list-style-type: none"> 1. Ordinary differential equations. 2. Linear independence and dependence, uniqueness and existence of uniqueness solutions of a differential equation. 3. Initial value problems using annihilator method. 4. Linear equations with variable coefficient. 5. Legendre equation. 6. Euler equation 7. Singular points with regular singular points 8. Exact equations, method of variable separable, lipschitz condition. 	<ol style="list-style-type: none"> 1. Able to find and understand Gains knowledge about ordinary differential equations. 2. Able to find and understand Linear independence and dependence, uniqueness and existence of uniqueness solutions of a differential equation. 3. Able to find and understand Gains knowledge about the initial value problems using Annihilator method. 4. Able to find and understand Gains knowledge about linear equations with variable coefficient. 5. Able to find and understand Legendre equation. 6. Able to find and understand Gains knowledge about Euler equation and the method of solving Euler equations 7. Able to find and understand Identifies singular points with regular singular points 8. Able to find and understand Gains knowledge in exact equations, method of variable separable, Lipschitz condition.

<p>Graph theory</p>	<p>To make the students familiar with</p> <ol style="list-style-type: none"> 1. Graphs, subgraphs and Trees 2. Connectivity, Euler tours and Hamilton Cycles 3. Matchings, Edge Colourings 4. Independent sets and Cliques, Vertex Colourings 5. Planar graphs 	<ol style="list-style-type: none"> 1. Able to find and understand Graphs, subgraphs and Trees 2. Able to find and understand Connectivity, Euler tours and Hamilton Cycles 3. Able to find and understand Matchings, Edge Colourings 4. Able to find and understand Independent sets and Cliques, Vertex Colourings 5. Able to find and understand Planar graphs
<p>Probability theory</p>	<p>To make the students familiar with</p> <ol style="list-style-type: none"> 1. Bayes theorem and its calculation 2. how to take probability values 3. how to take expected values 4. Chebyshev inequality 5. the moments of random vectors. 6. characteristic functions 7. random variables. 8. Probability generating functions 9. probability distributions 10. mean and variable of the probability distributions. 11. limit theorems. 12. De-Moivre – Laplace theorem. 13. Strong law of large numbers 	<ol style="list-style-type: none"> 1. Able to find and understand Bayes theorem and its calculation 2. Able to find and understand to take probability values 3. how to take expected values 4. the moments of random vectors. 5. Able to find and understand characteristic functions 6. Sum of the independent random variables. 7. Probability generating functions 8. Able to find and understand Types of some probability distributions 9. They find the mean and variable of the probability distributions. 10. Able to find and understand the limit theorems. 11. De-Moivre – Laplace theorem. 12. Strong law of large numbers
<p>Partial Differential Equations</p>	<p>To make the students familiar with</p> <ol style="list-style-type: none"> 1. Partial differential equation, types and applications 2. One dimensional two and three 	<ol style="list-style-type: none"> 1. Able to find and understand 2. Identifying a partial differential equation, types and applications 3. Deriving a one dimensional two and three dimensional

	<p>dimensional wave equations</p> <ol style="list-style-type: none"> 3. Fourier law, Gauss divergence theorem and its applications 4. Lane's constants 5. Cauchy problem 6. String with fixed ends and free ends 7. Solving non-homogeneous wave equations. 8. Equation using variables separation method 9. Heat conduction problem 10. Laplace and beam equations 11. Boundary value problems 12. Uniqueness and continuity 13. Dirichlet conditions 14. Green's function 15. Problems solving 16. Helmholtz operators 	<p>wave equations</p> <ol style="list-style-type: none"> 4. Fourier law, Gauss divergence theorem and its applications Lane's constants 5. Cauchy problem 6. String with fixed ends and free ends 7. Solving non-homogeneous wave equations. 8. Able to understand and solve 9. Equation using variables separation method 10. Heat conduction problem 11. Existence of the solution 12. Uniqueness of solution 13. Laplace and beam equations 14. Boundary value problems 15. Uniqueness and continuity 16. Dirichlet conditions 17. Able to solve 18. Green's function 19. Problems solving 20. Helmholtz operators
Mathematical Statistics	<ol style="list-style-type: none"> 1. To make the students familiar with 2. Sample Moments and their Functions 3. Significance Test 4. Estimation 5. Analysis of Variance and Hypotheses Testing 6. Sequential Analysis 	<ol style="list-style-type: none"> 1. Able to find and understand Sample Moments and their Functions 2. Able to find and understand Significance Test 3. Able to find and understand Estimation 4. Able to find and understand Analysis of Variance and Hypotheses Testing 5. Able to find and understand Sequential Analysis
Mathematical programming	<ol style="list-style-type: none"> 1. To make the students familiar with 2. Gomory's cutting plane method and Branch and Bound method 3. recursion to solve a complex problem broken into a series of sub problem for dynamic programming problem. 	<ol style="list-style-type: none"> 1. Able to find and understand 2. To understand the limitations of simplex method in deriving integer solution to linear programming problem. 3. Develop recursive function based on Bellman's principle of optimality to get an optimal solution of

	<ol style="list-style-type: none"> 4. Classical optimization method 5. Increasing or decreasing return to scale in the objective function makes an linear programming model undesirable to be used, such circumstance non linear programming methods are used. 6. updates the simplex table quickly while moving from one iteration to the next 	<p>any multistage decision problem.</p> <ol style="list-style-type: none"> 4. Use differential calculus based methods to find an optimal solution of problem that involves continuous and differential function. 5. Derive and use Kuhn-Tucker conditions necessary for an optimal value of an objective function subject to inequality constraints. 6. Derive two standard form of the revise simplex method and their competition procedure.
Complex Analysis – I & II	<p style="text-align: center;">To make the students familiar with</p> <ol style="list-style-type: none"> 1. Cauchy’s Integral Formula and Local Properties of analytical Functions 2. The general form of Cauchy’s Theorem 3. Harmonic Functions and Power Series Expansions 4. Partial Fractions and Entire Functions 5. Riemann Zeta Function and Normal Families 6. Riemann mapping Theorem and Conformal mappings of polygons 7. Elliptic functions 8. Weierstrass Theory 9. Analytic Continuation 	<ol style="list-style-type: none"> 1. Able to find and understand Cauchy’s Integral Formula and Local Properties of analytical Functions 2. Able to find and understand The general form of Cauchy’s Theorem 3. Able to find and understand Harmonic Functions and Power Series Expansions 4. Able to find and understand Partial Fractions and Entire Functions 5. Able to find and understand Riemann Zeta Function and Normal Families 6. Able to find and understand Riemann mapping Theorem and Conformal mappings of polygons 7. Able to find and understand Elliptic functions 8. Able to find and understand Weierstrass Theory 9. Able to find and understand Analytic Continuation
Topology	<p style="text-align: center;">To make the students familiar with</p> <ol style="list-style-type: none"> 1. Topological spaces 2. Continuous functions 3. Connectedness 4. Compactness 	<ol style="list-style-type: none"> 1. Able to find and understand Topological spaces 2. Able to find and understand Continuous functions 3. Able to find and understand Connectedness 4. Able to find and understand Compactness 5. Able to find and understand Countability and

	5. Countability and Separation Axiom	Separation Axiom
Mechanics	<p>To make the students familiar with</p> <ol style="list-style-type: none"> 1. Equations of motions 2. Constrains virtual work 3. Derivation of virtual work is using equation of motion. 4. Development of Lograngian equations 5. Solving problems related to holosomic and non-holonomic constraints using Lagrangian method. 6. Formulation of Hamilton's principle 7. Hamilton's equatons and variational principle 8. Brachisto Chrono problem 9. Principle of least action 10. Hamilton-Jacobi method 11. idea in solving problems related to special transformations 12. Lagranges and poission brackets. 	<ol style="list-style-type: none"> 1. Able to find and understand Equations of motions 2. Able to find and understand Constrains virtual work 3. Able to find and understand erivation of virtual work is using equation of motion. 4. Able to find and understand Development of Lograngian equations 5. Able to find and understand Solving problems related to holosomic and non-holonomic constraints using Lagrangian method. 6. Able to find and understand Formulation of Hamilton's principle 7. Able to find and understand Hamilton's equatons and variational principle 8. Able to find and understand Brachisto Chrono problem 9. Able to find and understand rinciple of least action 10. Able to find and understand Hamilton-Jacobi method 11. Able to find and understand Develops the idea in solving problems related to special transformations 12. Able to find and understand Applications of Lagranges and poission brackets.

<p>Operations Research</p>	<ol style="list-style-type: none"> 1. To make the students familiar with 2. rational decision making and the outcomes are uncertain 3. logical sequence of actives 4. Inventory of resources 5. queuing system and description 6. age at which the replacement of job performing 	<ol style="list-style-type: none"> 1. Able to find and understand the steps of decision making process 2. Able to find and understand the importance of using PERT and CPM techniques for project management. 3. Able to find and understand the meaning of inventory as well as various forms and functional roles of inventory. 4. Able to find and understand to examine the situation the generate queuing problems. 5. Able to find and understand to Realize the need to study replacement and maintenance analyses techniques.
<p>Java programming</p>	<p>To make the students familiar with</p> <ol style="list-style-type: none"> 6. Java Tokens and statements 7. Operators, Expressions, Decision making and Branching 8. Arrays, Strings, Vectors, Multiple Inheritance 9. Multithreaded Programming, Managing errors and Exceptions 10. Applet Programming 	<ol style="list-style-type: none"> 6. Able to find and understand Java Tokens, Java statements, Constants, Variables, Data types 7. Able to find and understand Operators, Expressions, Decision making and Branching 8. Able to find and understand Classes, Objects, Methods, Arrays, Strings, Vectors, Multiple Inheritance 9. Able to find and understand Multithreaded Programming, Managing errors and Exceptions 10. Able to find and understand Applet Programming

<p>Functional Analysis</p>	<ol style="list-style-type: none"> 1. To make the students familiar with 2. Linear spaces, functional, continuous linear transformations. 3. Open spheres, open mapping, operators and their conjugates, orthogonal complements projections, orthonormal sets. 4. Banach spaces to Hilbert spaces 5. Self adjoint operators normal & unitary operators. 6. Regular and singular elements 7. Topological division of zero 8. Spectral radius. 9. Gelfand mapping and Gelfand Neumark theorem 	<ol style="list-style-type: none"> 1. Able to find and understand Develops knowledge in complete normed linear spaces, functional, continuous linear transformations. 2. Able to find and understand Gains knowledge about open spheres, open mapping, operators and their conjugates, orthogonal complements projections, orthonormal sets. 3. Able to find and understand Development of Banach spaces to Hilbert spaces 4. Able to find and understand Self adjoint operators normal & unitary operators. 5. Able to find and understand Gains knowledge in regular and singular elements 6. Able to find and understand Topological division of zero 7. Able to find and understand Spectral radius. 8. Able to find and understand Gains knowledge in Gelfand mapping and Gelfand Neumark theorem
<p>Differential Geometry</p>	<p>To make the students familiar with</p> <ul style="list-style-type: none"> • Basic concepts in geometry of curves and surfaces. • Helicoids. • Geodesics. • Higher dimensions. • Mastery in solving typical problems associated with the theories. 	<ul style="list-style-type: none"> • Able to find and understand The student will be able to understand the basic concepts in geometry of curves and surfaces. • Able to find and understand The students acquire an in depth knowledge of Helicoids. • Able to find and understand Students will be able to solve many theorems based on Geodesics. • Able to find and understand The students will gain sufficient knowledge to apply these concepts in higher dimensions. • Able to find and understand The students will have a mastery in solving typical problems associated with the theories.

<p style="text-align: center;">Tensor Analysis and Relativity</p>	<p style="text-align: center;">To make the students familiar with</p> <ol style="list-style-type: none"> 1. Tensor Algebra 2. Tensor Calculus 3. Covariant Differentiation of Tensors, 4. Galilean Transformation – Maxwell’s equations, Lorentz Transformation equations 5. Momentum, Lagrangian and Hamiltonian formulations. 	<ol style="list-style-type: none"> 1. Able to find and understand Tensor Algebra 2. Able to find and understand Tensor Calculus 3. Able to find and understand Covariant Differentiation of Tensors, 4. Able to find and understand Galilean Transformation – Maxwell’s equations, Lorentz Transformation equations 5. Able to find and understand Momentum, Lagrangian and Hamiltonian formulations.
<p style="text-align: center;">Relationship Database Management System</p>	<p style="text-align: center;">To make the students familiar with</p> <ol style="list-style-type: none"> 6. Concept of DBMS- software development life cycle- database 7. Database Architecture and data modeling, data normalization 8. Commands of SQL 9. Usages of cursors, triggers and queries 10. Database security and recovery 	<ol style="list-style-type: none"> 6. Able to find and understand the concept of DBMS- software development life cycle- database 7. Able to find and understand Database Architecture and data modeling, data normalization 8. Able to find and understand the commands of SQL 9. Able to find and understand the usages of cursors, triggers and queries 10. Able to find and understand database security and recovery

M.SC-INFORMATION TECHNOLOGY**PROGRAM OUTCOME**

- PO1. Science:** Apply the knowledge of science fundamentals to solve problems in chosen field.
- PO2. Problem Analysis:** Identify and review literature, thereby analysing problems to arrive at substantiated solutions using the generalization and advanced principles of science.
- PO3. Science Graduate and Society:** Apply reasoning and research to assess the societal issues like health, safety, legal and technological, and cultural to dominate the need for sustainable development.
- PO4. Ethics:** Apply ethical principles and commit to the professional ethics and norms.
- PO5. Environment and Sustainability:** To understand the impact of responsibility of pursuing the environment and demonstrate the need for sustainable development in their specialized area.
- PO6. Individual and Team Work:** Function effectively and efficiently as an individual and as member or leader in diverse teams in multi – disciplinary settings.
- PO7. Communication:** Speak, read , write and listen clearly in person and through electronic media in English and in any Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.
- PO8. Project Management and Finance:** Demonstrate the knowledge of the understanding of the fundamental principle of managing a project and apply the same in one’s own work as a member and as a leader of a team, to manage project in a multi disciplinary environment.
- PO9. Life – Long Learning:** Recognize the need for and have the preparation and ability to engage in independent and life long learning in the broadest context of technological change

Program Specific Outcome:

PSO1. Learning the applications of various information and technological elements in advanced level, which help to identify various analysis and design methodologies.

PSO2. Demonstrate by developing computer programs in the area related to algorithm, web designing, facilitating efficient design for complex problems.

PSO3. Enables the students to be familiar with the modern- day issues, latest trends in computing and technology and create ideas and solutions to various technical problems

SUBJECT	COURSE OBJECTIVE	COURSE OUTCOME
<p align="center">PROBLEM SOLVING AND PROGRAMMING</p>	<p>This subject provides understanding the basic Knowledge of Programming and Problem Solving Techniques such as</p> <ul style="list-style-type: none"> • Fundamentals of Problem Solving • Fundamentals of Algorithm • Data input output • Functions • Multi-dimension and Arrays and String • Structures and pointers • File Management 	<ul style="list-style-type: none"> • Top-Down Design • Implementation of Algorithms • Algorithm Formation of Mathematical Problems • Structure of C program • Declaration of variable • Various type of input functions • Write a simple sample program • Details of function • Function definition and function declaration • Function using arrays • Sample program for Structures • Sample program for Unions • Importance of pointers • Passing a value pointers to function • Sample program for array of pointers • File Operation and management
<p align="center">VB & DATABASE MANAGEMENT SYSTEMS</p>	<p>This course provide complete knowledge about</p> <ol style="list-style-type: none"> 7. Customizing a form 8. Loop 9. Function and Procedure 10. MDI forms 11. Database System 12. Relational Database Design 	<ol style="list-style-type: none"> 9. Design, create, build, and debug Visual Basic applications 10. Implement syntax rules in Visual Basic programs and apply arithmetic operations for displaying numeric output. 11. Write and apply decision structures for determining different operations 12. Write and apply procedures, sub-procedures, and functions to create manageable code. 13. To build Tables and Relationship between Tables and Multiple Forms and MDI forms used to create

		<p>Projects.</p> <p>14. Constructing Table using Normal Forms to avoid duplication.</p> <p>15. Mapping data based on Constraints</p>
DATA STRUCTURES	<p>This course will provide knowledge about</p> <ol style="list-style-type: none"> 6. Program development techniques. 7. Basic ideas of data Structure and Algorithm the correctness and proof; Recursion. 8. Approaches to Problem Solving. Notion of abstract data types. 9. Representation of lists, stacks, queues, sets, trees and hash tables. 10. Notions of complexity and analysis; Choosing data structures and algorithm. 	<ol style="list-style-type: none"> 11. Operations of arrays. Describe asymptotic notations algorithm. 12. Methods of solving algorithm. 13. Applications of stack include checking of well format of parenthesis. 14. Evaluation of postfix expression, conversion of infix to postfix, recursive function. 15. Application of linked list includes polynomial, sparse matrices. 16. Tree-based algorithms and their analysis. 17. Concept in graph-based algorithms. 18. Describe divide-and-conquer recursive technique for solving a class of problems. 19. Explain sorting algorithm and their runtime complexity analysis. 20. Describe the dynamic programming technique for solving a class of problems.
ELECTIVE 1: SOFTWARE ENGINEERING	<p>This course provide complete knowledge about</p> <ol style="list-style-type: none"> 1. Project Management Concepts 2. Software Project Planning 3. Software Configuration Management 4. Design Concepts and Principles 5. Component Level Design 	<ol style="list-style-type: none"> 1. Ability to select and apply the knowledge, techniques, skills, and modern tools of the discipline to broadly defined engineering technology activities. 2. knowledge about SPP 3. Risk management and Project Scheduling. 4. It help the student to exposure in fundamentals Design Concepts. 5. Modules and Modularization cost Design Notations and Design Techniques. 6. Provide knowledge about Coding Style,

		<p>Standards and Guidelines and Documentation guidelines.</p> <p>7. It help the student to exposure in area of quality assurance such as executions.</p> <p>8. Testing and Debugging System Testing.</p>
<p>PRACTICAL - PROBLEM SOLVING USING C LAB</p>	<p>This course provide complete knowledge about</p> <ol style="list-style-type: none"> 1. Determining a given number prime or not 2. Euclidean's Algorithm for finding GCD 3. Summation of Series:-Sin (x), 4. Cos (x), 5. Exp (x) (Comparison with built in functions) 6. String Manipulation: Counting the no of vowels, consonants, words, white spaces in a line of text and array of lines 7. Reverse a string & check for palindrome. 8. Fibonacci sequence 9. Maximum & Minimum 10. Matrix Manipulation:-Addition & Subtraction 11. Matrix Multiplication 12. Student record creation-Array of structures 	<ol style="list-style-type: none"> 1. It is used to know about basics of C programming 2. It is used to know about conditions and loops. 3. Program 3,4,5 are used to learn about Mathematical functions. 4. Program 6 is used to learn string functions in c. 5. Program 7 is used to learn the technical knowledge of programming. 6. Program 8-12 are used to learn programming, mathematical and string functions in C programming and problem solving techniques. 7. Importance of pointers 8. Passing a value pointers to function 9. Sample program for array of pointers 10. File Operation and management
<p>PRACTICAL - VB & RDBMS LAB</p>	<p>This course provide complete knowledge about</p> <ol style="list-style-type: none"> 1. Building Simple Applications. 2. Working with Intrinsic Controls and ActiveX Controls. 3. Application with multiple forms. 4. Application with Dialogs. 5. Application with Menus. 6. Application using Data Controls. 	<ol style="list-style-type: none"> 1. Design, create, build, and debug Visual Basic applications 2. Implement syntax rules in Visual Basic programs and apply arithmetic operations for displaying numeric output. 3. Write and apply decision structures for determining different operations 4. Write and apply procedures, sub-procedures, and functions to create manageable code. 5. To build Tables and Relationship between Tables and Multiple Forms and MDI forms used to create Projects.

	<p>7. Application using Common Dialogs. 8. Drag and Drop Events.</p> <p>RDBMS</p> <p>1.DDL statements</p> <p>2.DML statements</p> <p>3.Table and column constraints on tables</p> <p>4. Queries (along with sub queries) using ANY, ALL, IN, EXISTS, NOT EXISTS, UNIQUE, INTERSECT.</p> <p>5. a. Students Mark Sheet Processing. b. Telephone directory maintenance.</p>	<p>6. Constructing Table using Normal Forms to avoid duplication.</p> <p>7. Mapping data based on Constraints</p> <p>8. Understanding the advantages and applications of DBMS.</p> <p>9. Be well versed in Architecture of DBMS.</p> <p>10. Helps to learn data models and ER diagrams.</p> <p>11. Data base Administration.</p> <p>12. Components of RDBMS and codd's rule.</p> <p>13. Learn to write queries using relational algebra.</p> <p>14. Learn to decompose tables using normal forms.</p> <p>15. Functional Dependencies.</p> <p>16. Analyzing DBMS languages such as DML DDL DCL</p> <p>17. Helps to understand joining of tables.</p>
<p>SOFT SKILL – 1 ESSENTIAL OF LANGUAGE & COMMUNICATION S</p>	<p>11. To ensure that students imbibe natural flair for English language</p> <p>12. To communicate without mistake.</p> <p>13. To improve the four basic skills, listening, speaking, reading and writing.</p> <p>14. To enrich their vocabulary. To improve the fluency of students.</p>	<p>11. Individuals preparing for a job and students preparing for college or graduate entrance exams will benefit from a time tested review of basic skills.</p> <p>12. Students developed their ability to think and to organize and communicated their ideas.</p> <p>13. Students utilized reading and research for critical thinking.</p> <p>14. Students developed college level vocabulary skills to enhance writing.</p>

		15. Improved spoken English language and organized basic grammar.
OPERATING SYSTEMS	<ul style="list-style-type: none"> 8. Basic components of operating system. 9. Basic principles used in the design of modern operating systems. 10. General architecture of computers. 11. Understand and analyze theory. 12. Implementation of: processes, resource control (concurrency etc.), physical and virtual memory, scheduling, I/O. 	<ul style="list-style-type: none"> 11. Types of operating systems. 12. CPU scheduling. 13. Pre-emptive and non-pre-emptive scheduling. 14. Process communication. 15. Deadlock prevention, avoidance and the difference between each. 16. Memory hierarchy. 17. Methods of memory access and three algorithms for dynamic memory allocation. 18. Paging and page replacement algorithms. 19. Disk allocation and associated algorithms. 20. I/O systems performances.
OBJECT ORIENTED PROGRAMMING WITH C++	<p>Student will be able to gain appropriate knowledge of</p> <ul style="list-style-type: none"> 9. Object Oriented Programming 10. Functions 11. Pointers 12. Passing Object to Functions 13. Arrays of objects 14. over loading 15. Constructors, destructors 16. I/O basics 	<p>To learn the concept of</p> <ul style="list-style-type: none"> 12. Console input and output 13. Commands of C++ 14. Arrays of objects 15. Usage of pointers and sample program 16. Constructor overloading function 17. Creating and usage of copy constructor and sample program 18. Base class access control 19. Inheritance and types of inheritance

		<p>20. Create own manipulators</p> <p>21. File input and output basics</p>
<p>ELECTIVE II: MULTIMEDIA SYSTEMS</p>	<p>This course providing knowledge to students with a</p> <ol style="list-style-type: none"> 6. Basic understanding of multimedia systems. 7. Future multimedia systems. 8. Multimedia information representation. 9. Signal processing aspects of multimedia. 10. Networking, communications and multimedia standards. 	<ol style="list-style-type: none"> 11. Multimedia Systems training skills. 12. Opportunities and motivation. 13. MULTIMEDIA-HARDWARE 14. MULTIMEDIA-SOFTWARE. 15. Concepts of MIDI Image and Video Image. 16. Synchronization accuracy specification factors. 17. Architecture and Content Management. 18. The applications of multimedia. 19. Storage models. 20. Access Techniques of 21. Multimedia.
<p>ELECTIVE III: WEB TECHNOLOGY</p>	<p>This course will aim to provide knowledge about the scripting languages. Such as</p> <ol style="list-style-type: none"> 1. Data types and dynamic variable types and properties. 2. Extensive use of automatic type conversion. 3. Event-driven programs that use HTML intrinsic event attributes. 4. DOM event listeners, and DOM-generated events, Use the DOM to modify a document's attributes. 5. Style properties. 	<p>To attain core knowledge of Web Pages/ Websites.</p> <ol style="list-style-type: none"> 9. Basic Web Design Tools and techniques.. Interactive/dynamic web pages. 10. Develop dynamic websites using <i>JavaScript</i> techniques, along with HTML and CSS. 11. Window/browser of a particular web page. 12. Cookies 13. HTML server controls 14. Web Server Controls 15. ASP.net programming and Tools. 16. Database connectivity and Technologies.

<p>PRACTICAL: DS USING C++ LAB</p>	<ol style="list-style-type: none"> 1. Creation of classes ,objects and functions(inline function,friend function) 2. Implementation of constructors 3. Inheritance Implementation(single level,Multilevel and Multiple) 4. Polymorphism-Operator overloading(Unary and Binary Operators) 5. Polymorphism-Function overloading & Virtual functions 6. File Handling mechanisms. 7. Implementation of Arrays (Single and Multi-Dimensional) 8. Implementation of Stack (using Arrays and Pointers) 9. Implementation of Queue (using Arrays and Pointers) 10. Evaluation of Expressions. 11. Binary Tree implementations and Traversals using recursion 12. Search methods in graphs (DFS & BFS) 	<p>To learn the concept of</p> <ol style="list-style-type: none"> 1. Console input and output 2. Friend Functions. 3. Constructors and Destructors 4. Inheritance Concepts. 5. Commands of C++ 6. Arrays of objects 7. Usage of pointers and sample program 8. Implementations of Stacks using pointers. 9. Constructor overloading function 10. Creating and usage of copy constructor and sample program 11. Base class access control 12. Inheritance and types of inheritance 13. Create own manipulators <p>File input and output basics</p>
<p>SOFT SKILL – II : ESSENTIALS OF SPOKEN & PRESENTAION SKILLS</p>	<ol style="list-style-type: none"> 17. Students to speak correct English. 18. To chisel the presentation skills. 19. To improve their body language. 20. To boost the confidence of the students. 21. Giving them chance to present on various topics. 	<ol style="list-style-type: none"> 16. Developed abilities promises a double pay off in the business world. 17. Gained appropriate behaviors and effective communication. 18. Improved in their dress code. 19. Confidently faced interviews. 20. Learnt good English and prospered in professional and personal lives.

<p style="text-align: center;">PROGRAMMING IN JAVA</p>	<p>After completion of the course students should be able to understand</p> <ol style="list-style-type: none"> 1. Features of Java , Object Oriented Concepts 2. Classes ,Objects 3. Packages 4. I/O Streams 5. Networks basis 6. Servlets 	<p>Understanding the java features and OOPs concept</p> <ol style="list-style-type: none"> 1. Learning the basic concepts of Java 2. Learn to write programs using class and object 3. Helps to learn string class and inheritance. 4. Gaining the knowledge about user defined and predefined functions. 5. Deadlock life cycle were illustrate 6. Helps to understand I/O and file stream in java 7. Understanding Java utility class easily 8. Helps to learn basic network programs 9. Helps to understand AWT controls in java 10. To create Web Application
<p style="text-align: center;">INTERNET PROGRAMMING</p>	<p>This subject explore the basic concept of internet such as:</p> <ol style="list-style-type: none"> 1. Internet Basics 2. Internet Protocol 3. Domain Name System 4. Introduction To Java 5. Socket Interface 	<ol style="list-style-type: none"> 1. Ideas about Internet and its Technologies. 2. Basic programming to design a web page or website. 3. Dictate the ways in which computers communicate with one another over a network medium. 4. Internet and also learn protocols and addressing concepts of internet. 5. Theoretical insights into how the <i>domain</i>

		<p><i>name system.</i></p> <ol style="list-style-type: none"> 6. Manage, and troubleshoot name servers and other components in <i>DNS</i>. 7. Basic programming concepts in Java and we can create simple applications using Java. 8. Master the socket programming concepts and start building networked applications
INFORMATION SECURITY	<p>This course provides the rules and measure over internet</p> <ol style="list-style-type: none"> 1. Introduction to Security 2. Operating System Security 3. Database Security 4. Multilevel Database 5. Security in Networks 6. Cryptography 	<p>Students gets the knowledge about</p> <ol style="list-style-type: none"> 1. Introduction to the fundamentals of information security. 2. Computer security technology and principles, access control mechanisms. 3. Cryptography algorithms, software security, physical security. 4. Security management and risk assessment. 5. the basic idea behind firewalls and how they work. 6. basic idea behind intrusion detection. 7. the need for cryptographic algorithms in the context of overall information security. 8. Internet Protocol Security secures communications over the Internet.
ELECTIVE IV: SOFTWARE QUALITY MANAGEMENT	<p>This subject give exposure to student understand the areas of</p> <ol style="list-style-type: none"> 6. Hierarchical Models 7. Tools for quality 8. Testing for reliability 9. Software reliability and availability 10. Technical metrics for software 	<p>Understand the meaning of quality and of specific software quality attributes included in a software quality model.</p> <ol style="list-style-type: none"> 10. Is able to evaluate the degree to which a system satisfies relevant quality attributes starting from collected quality metrics, and to identify significant. 11. Knows and understands the range of possible verification and validation techniques to be

		<p>applied in a software development Project.</p> <p>12. Knows and understands advantages and drawbacks from the point of view of quality control.</p> <p>13. Understands the impact on quality of a proper software configuration management.</p> <p>14. Is able to identify properly the software configuration items to be maintained under control in a software development project.</p> <p>15. Is able to manage change requests on a software product during the development and maintenance phases, and identify their impact on the product configuration.</p> <p>16. Knows the different audits to be performed along the software development process and their impact on software configuration status.</p> <p>17. Knows and is able to interpret the meaning of significant product and process quality metrics and quantitatively compare quality prevention and correction activities.</p> <p>18. Understands the quality assurance function and its role in a project.</p>
<p>ELECTIVE V: ENTERPRISE RESOURCE PLANNING</p>	<p>This subject give exposure to student understand the areas of</p> <ol style="list-style-type: none"> 1. Supply Chain Management 2. Businesss Modelling For Erp 3. Erp And The Competitive Advantage 4. Commercial Erp Package 5. Architectural Concepts 	<p>Students gets the knowledge about</p> <ol style="list-style-type: none"> 1. Introduction to ERP & ERP Technology 2. Integrated business solutions 3. To comprehend the technical aspects of ERP systems 4. To understand concepts of reengineering and how they relate to ERP system implementations. 5. To be able to map business processes using process mapping techniques

		<ol style="list-style-type: none"> 6. To understand the steps and activities in the ERP life cycle 7. To be able to identify and describe typical functionality in an ERP system 8. To obtain practical hands-on experience with one of the COTS ERP Software e.g. SAP, Oracle
PRACTIVAL: JAVA LAB	<p>This subject give exposure to student understand the areas of</p> <ol style="list-style-type: none"> 1. Application 2. Applets 3. Applications for Events Handling 	<p>Students gets the knowledge about</p> <ol style="list-style-type: none"> 1. Determining the order of numbers generated randomly using Random Class. 2. Implementation of Point Class for Image manipulation. 3. Usage of calendar Class and manipulation. 4. String Manipulation using Char Array. 5. Database Creation for storing e-mail addresses and manipulation. 6. Usage of Vector Classes. 7. Implementing Thread based applications & Exception Handling. 8. Application using synchronization such as Thread based, Class based and synchronized statements. 9. Working with Frames and various controls. 10. Working with Dialogs and Menus. 11. Working with Panel and Layout. 12. Incorporating Graphics. 13. Working with Colours and Fonts. 14. Application Using JBDC Connectivity 15. HTML to Servlet Applications. 16. Servlet to Applet communication.
PRACTICAL:	This subject give exposure to student understand the	Understand the meaning and practical knowledge

<p>INTERNET PROGRAMMING</p>	<p>areas of</p> <ol style="list-style-type: none"> 1. Forms 2. ASP.NET Controls 3. Advertisement in Webpage. 4. Java Script 5. Validation. 6. Error Trapping in Web 	<p>of</p> <ol style="list-style-type: none"> 1. Web Forms and its usage in Webpage. 2. ASP.Net Controls and its applications in Webpage. 3. How to create and display advertisement using scripts and databases. 4. How to implement dynamic pages using Java Script 5. Using Validation controls in Asp.Net and other scripting Languages. 6. Tracing applications with bookmarks and compiler 7. Arrays in JavaScript and Asp.Net. 8. Student can learn the concepts of Session and Cookies.
<p>SOFTSKILL – III: PERSONALITY ENRICHMENT</p>	<ol style="list-style-type: none"> 7. To develop skills and techniques necessary for public speaking and personality development. 8. The course aims at building self confidence and enhance the self esteem and improve the overall personality of the students. 	<ol style="list-style-type: none"> 11. The students learn the importance of improving their personality and learn about the components and need for personality development. 12. Motivation as an attribute is learnt and

	<p>9. Power of positive thinking is inculcated in the students.</p>	<p>inculcated in the students. 13. An overview of the current social and economic scenario is imparted to the students. 14. Rational decision making and nurturing creativity are the outcomes expected. 15. Students understand the importance of Positive thinking and traits of positive thinkers and how to follow a positive life style.</p>
<p>PROJECT & VIVA - VOICE</p>	<p>This subject give exposure to student understand the areas of</p> <ol style="list-style-type: none"> 1. Communication 2. Team work. 3. Research Skills 4. Programming 5. DBMS. 	<ol style="list-style-type: none"> 1. Demonstrate a depth of knowledge of Software Engineering. 2. Complete an independent research project, resulting in at least a thesis publication, and research outputs in terms of publications in high impact factor journals, conference proceedings, and patents. 3. Demonstrate knowledge of contemporary issues in their chosen field of research. 4. Demonstrate an ability to present and defend their research work to a panel of experts. 5. Students can learn at least one programming language and Database. 6. Students can learn about Report writing and presentation skills.
<p>INTERNSHIP</p>	<p>This subject give exposure to student understand the areas of</p> <ol style="list-style-type: none"> 1. Communication 	<ol style="list-style-type: none"> 1. Complete an independent research project, resulting in at least a thesis publication, and research outputs in terms of publications in

	<ol style="list-style-type: none"> 2. Team work. 3. Research Skills 4. Programming DBMS. 	<p>high impact factor journals, conference proceedings, and patents.</p> <ol style="list-style-type: none"> 2. Demonstrate knowledge of contemporary issues in their chosen field of research. 3. Demonstrate an ability to present and defend their research work to a panel of experts. 4. Students can learn at least one programming language and Database. 5. Students can learn about Report writing and presentation skills.
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M.C.A

PROGRAM SPECIFIC OUTCOME

PSO1. Learning the applications of various information and technological elements in advanced level, which help to identify various analysis and design methodologies.

PSO2. Demonstrate by developing computer programs in the area related to algorithm, web development, web designing, software engineering facilitating efficient design for complex problems.

PSO3. Enables the students to be familiar with the modern- day issues, latest trends in computing and technology and create ideas and Solutions to various technical problems

SUBJECT	COURSE OBJECTIVE	COURSE OUTCOME
<p align="center">PROBLEM SOLVING AND PROGRAMMING</p>	<p>This subject provides understanding the basic Knowledge of Programming and Problem Solving Techniques such as</p> <ul style="list-style-type: none"> • Fundamentals of Problem Solving • Fundamentals of Algorithm • Data input output • Functions • Multi-dimension and Arrays and String • Structures and pointers • File Management 	<ul style="list-style-type: none"> • Top-Down Design • Implementation of Algorithms • Algorithm Formation of Mathematical Problems • Structure of C program • Declaration of variable • Various type of input functions • Write a simple sample program • Details of function • Function definition and function declaration • Function using arrays • Sample program for Structures • Sample program for Unions • Importance of pointers • Passing a value pointers to function • Sample program for array of pointers • File Operation and management
<p align="center">VB & DATABASE MANAGEMENT SYSTEMS</p>	<p>This course provide complete knowledge about</p> <ol style="list-style-type: none"> 13. Customizing a form 14. Loop 15. Function and Procedure 16. MDI forms 17. Database System 18. Relational Database Design 	<ol style="list-style-type: none"> 16. Design, create, build, and debug Visual Basic applications 17. Implement syntax rules in Visual Basic programs and apply arithmetic operations for displaying numeric output. 18. Write and apply decision structures for determining different operations 19. Write and apply procedures, sub-procedures, and functions to create manageable code. 20. To build Tables and Relationship between Tables and Multiple Forms and MDI forms used to create Projects. 21. Constructing Table using Normal Forms to avoid duplication. 22. Mapping data based on Constraints

<p>OPERATING SYSTEMS</p>	<p>13. Basic components of operating system. 14. Basic principles used in the design of modern operating systems. 15. General architecture of computers. 16. Understand and analyze theory. 17. Implementation of: processes, resource control (concurrency etc.), physical and virtual memory, scheduling, I/O.</p>	<p>21. Types of operating systems. 22. CPU scheduling. 23. Pre-emptive and non-pre-emptive scheduling. 24. Process communication. 25. Deadlock prevention, avoidance and the difference between each. 26. Memory hierarchy. 27. Methods of memory access and three algorithms for dynamic memory allocation. 28. Paging and page replacement algorithms. 29. Disk allocation and associated algorithms. 30. I/O systems performances.</p>
<p>OBJECT ORIENTED PROGRAMMING WITH C++</p>	<p>Student will be able to gain appropriate knowledge of 17. Object Oriented Programming 18. Functions 19. Pointers 20. Passing Object to Functions 21. Arrays of objects 22. over loading 23. Constructors, destructors 24. I/O basics</p>	<p>To learn the concept of 22. Console input and output 23. Commands of C++ 24. Arrays of objects 25. Usage of pointers and sample program 26. Constructor overloading function 27. Creating and usage of copy constructor and sample program 28. Base class access control 29. Inheritance and types of inheritance 30. Create own manipulators 31. File input and output basics</p>

<p>PROGRAMMING IN JAVA</p>	<p>After completion of the course students should be able to understand</p> <ol style="list-style-type: none"> 7. Features of Java , Object Oriented Concepts 8. Classes ,Objects 9. Packages 10. I/O Streams 11. Networks basis 12. Servlets 	<p>Understanding the java features and OOPs concept</p> <ol style="list-style-type: none"> 11. Learning the basic concepts of Java 12. Learn to write programs using class and object 13. Helps to learn string class and inheritance. 14. Gaining the knowledge about user defined and predefined functions. 15. Deadlock life cycle were illustrate 16. Helps to understand I/O and file stream in java 17. Understanding Java utility class easily 18. Helps to learn basic network programs 19. Helps to understand AWT controls in java 20. To create Web Application
<p>INTERNET PROGRAMMING</p>	<p>This subject explore the basic concept of internet such as:</p> <ol style="list-style-type: none"> 6. Internet Basics 7. Internet Protocol 8. Domain Name System 9. Introduction To Java 10. Socket Interface 	<ol style="list-style-type: none"> 9. Ideas about Internet and its Technologies. 10. Basic programming to design a web page or website. 11. Dictate the ways in which computers communicate with one another over a network medium. 12. Internet and also learn protocols and addressing concepts of internet. 13. Theoretical insights into how the <i>domain name system</i>. 14. Manage, and troubleshoot name servers and other components in <i>DNS</i>. 15. Basic programming concepts in Java and we can create simple applications using Java. 16. Master the socket programming concepts and start building networked applications

<p style="text-align: center;">INFORMATION SECURITY</p>	<p style="text-align: center;">This course provides the rules and measure over internet</p> <p>7. Introduction to Security 8. Operating System Security 9. Database Security 10. Multilevel Database 11. Security in Networks 12. Cryptography</p>	<p style="text-align: center;">Students gets the knowledge about</p> <p>9. Introduction to the fundamentals of information security. 10. Computer security technology and principles, access control mechanisms. 11. Cryptography algorithms, software security, physical security. 12. Security management and risk assessment. 13. the basic idea behind firewalls and how they work. 14. basic idea behind intrusion detection. 15. the need for cryptographic algorithms in the context of overall information security. 16. Internet Protocol Security secures communications over the Internet.</p>
<p style="text-align: center;">SOFTWARE QUALITY MANAGEMENT</p>	<p style="text-align: center;">This subject give exposure to student understand the areas of</p> <p>11. Hierarchical Models 12. Tools for quality 13. Testing for reliability 14. Software reliability and availability 15. Technical metrics for software</p>	<p>Understand the meaning of quality and of specific software quality attributes included in a software quality model.</p> <p>19. Is able to evaluate the degree to which a system satisfies relevant quality attributes starting from collected quality metrics, and to identify significant. 20. Knows and understands the range of possible verification and validation techniques to be applied in a software development Project. 21. Knows and understands advantages and drawbacks from the point of view of quality control. 22. Understands the impact on quality of a proper software configuration management.</p>

		<p>23. Is able to identify properly the software configuration items to be maintained under control in a software development project.</p> <p>24. Is able to manage change requests on a software product during the development and maintenance phases, and identify their impact on the product configuration.</p> <p>25. Knows the different audits to be performed along the software development process and their impact on software configuration status.</p> <p>26. Knows and is able to interpret the meaning of significant product and process quality metrics and quantitatively compare quality prevention and correction activities.</p> <p>27. Understands the quality assurance function and its role in a project.</p>
<p>PHP</p>	<p>Introduction to PHP</p> <ol style="list-style-type: none"> 1. Conditional Structure & Looping 2. User defined Function 3. Array Function 4. Miscellaneous Function 5. PHP Components 6. Database Connectivity 	<p>PHP is the most popular server-side language used to build dynamic websites.</p> <ol style="list-style-type: none"> 1. Interacting with HTML forms and store and retrieve information from local data sources which include a database. 2. Setting up a development environment. 3. Calculations with PHP. 4. PHP User Defined Functions. 5. PHP Built -in functions. 6. Dealing with Checkboxes and Radio Buttons. 7. Setting and Reading Cookies. 8. Using MySQL Databases. 9. Understanding Session variables.

<p>WEB TECHNOLOGY</p>	<p>This course will aim to provide knowledge about the scripting languages. Such as</p> <ol style="list-style-type: none"> 1. Data types and dynamic variable types and properties. 2. Extensive use of automatic type conversion. 3. Event-driven programs that use HTML intrinsic event attributes. 4. DOM event listeners, and DOM-generated events, Use the DOM to modify a document's attributes. 5. Style properties. 	<p>To attain core knowledge of Web Pages/ Websites.</p> <ol style="list-style-type: none"> 17. Basic Web Design Tools and techniques.. Interactive/dynamic web pages. 18. Develop dynamic websites using <i>JavaScript</i> techniques, along with HTML and CSS. 19. Window/browser of a particular web page. 20. Cookies 21. HTML server controls 22. Web Server Controls 23. ASP.net programming and Tools. 24. Database connectivity and Technologies.

POST GRADUATE COMMERCE PROGRAM OUTCOMES

PO1 Commerce: Understanding the various functions of commerce and acquire the skills that are required for an efficient administrator and to effectively contribute towards the betterment of organization

PO2 Problem Analysis: Enables the students to get exposure towards working independently and in a team through team work, also develop employability skills and industry interaction.

PO3 Commerce Students and Society: Develop awareness and self confidence on general issues prevailing in the society that enables students to be capable of making decisions on both personal and professional.

PO4 Ethics: Apply ethical principles and commit to the professional ethics and norms.

PO5 Environment and Sustainability: To understand the impact of responsibility of pursuing the environment and demonstrate the need for sustainable development.

PO6 Individual and Team Work: Function effectively as an individual and as member or leader in diverse teams in multi – disciplinary settings.

PO7 Communication: Speak, read , write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

PO8 Project Management and Finance: Demonstrate the knowledge of the understanding of the fundamental principle of managing a project and apply the same in one's own work as a member and as a leader of a team, to manage project in a multi disciplinary environment.

PO9 Life – Long Learning: Recognize the need for and have the preparation and ability to engage in independent and life long learning in the broadest context of technological change.

M.COM –GENERAL

PROGRAM SPECIFIC OUTCOMES

PSO1. Understand the nature and advanced concepts of Finance and accounting.

PSO2. Analyze the trade and economic policies which have influence over the business.

PSO3. Determine the procedures, schedules and apply their research ability on preparing financial final statements.

PSO4. Understand the application of business knowledge in both theoretical and practical aspects.

SUBJECT	COURSE OBJECTIVES	LEARNING OUTCOME
<p style="text-align: center;">Advanced financial management</p>	<ol style="list-style-type: none"> 1. To understand how the financial markets function. 2. To understand the causes and effects of the credit crisis, and the latest development on finance. 3. To gain knowledge and skills in corporate finance and the links with other topics in business studies, with regard to the topics of investment and project appraisals, capital structure, cost of capital and mergers and acquisitions. 4. To understand the different perspectives on corporate finance (investors, managers and intermediaries). 5. To focus on financial aspect of the business with higher level of learning 	<ol style="list-style-type: none"> 1. To Understand various forms of market imperfections and their implications for financial managers 2. To define the financial dimension to the development and achievement of corporate objectives, strategic plans and policies. 3. To explain the changing financial needs through the life-cycle development of an organization. 4. To examine the developments in financial instruments available to firms for financing or investment purposes and assess their role in various corporate financial policies. 5. To determine the strategic policies, tactical plans and activities of business acquisitions, and demonstrate knowledge of the financial valuation methods involved. 6. To identify the financial performance and standing of a business employing both external (e.g. P/E ratios, Dividend Yields and Inter-firm Comparison data) and internal ratios. 7. Students can attain a great knowledge on what finance is and financial management. 8. Students can gain basic knowledge on how to manager finance in the organization. 9. Students can know the how much capital to be raised in each component. 10. Students can know how to calculate the cost of capital and can choose the best proportion.

<p style="text-align: center;">Advanced Corporate Accounting</p>	<ol style="list-style-type: none"> 1. To familiarize students with accounting with the accounting treatment adopted for raising funds and redeeming them. 2. To help the students understand the techniques of restructuring and liquidating the corporate entities. 3. To provide the student with knowledge of recent developments in corporate accounting. 4. To understand the procedure for valuing goodwill and shares of a company. 5. To comprehensive understanding of the advanced issues in accounting for assets, liabilities and owner's equity 	<ol style="list-style-type: none"> 1. To know the Basic Knowledge of financial Accounting and corporate Accounting 2. To impart knowledge on corporate accounting methods and procedures 3. To develop skills in the preparation of accounting statements and in their analysis. 4. To examine the consolidated financial statement of holding and Subsidiary companies 5. To identify the accounting price level changes and human resource accounting. 6. To determine the basic principles of accounting and mandatory accounting 7. The ability to prepare consolidated accounts for a corporate group 8. To help the students understand the techniques of restructuring and liquidating the corporate entities. 9. To provide the student with knowledge of recent developments in corporate accounting 10. To teach them the Various Requirements of Corporate Reporting
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<p style="text-align: center;">Advanced Marketing Management</p>	<ol style="list-style-type: none"> 1. Understand the place and contribution of marketing to the business enterprise. 2. Define primary and secondary sources of information; give examples of methods used to collect primary data; give examples of sources for secondary data; compare and contrast the advantages and disadvantages of both types of data 3. Describe major bases for segmenting consumer and business markets; define and be able to apply the three steps of target marketing: market segmentation, target marketing, and market positioning; understand how different situations in the competitive environment will affect choices in target marketing 4. Identify the roles of advertising, sales promotion, public relations, personal selling, and direct marketing in the promotion mix; compare and contrast integrated marketing communications with a non-integrated approach to the promotional mix 5. Illustrate how the international trade system, economic, political-legal, and cultural environments in a foreign country affect a company's international marketing decisions 	<ol style="list-style-type: none"> 1. Develop comprehensive strategic and tactical plans for an organization.. 2. Use creative, critical and reflective thinking to address organizational opportunities and challenges. 3. Integrate appropriate technologies in developing solutions to business opportunities and challenges. 4. Evaluate the dynamic of the global business environment from a competitive and economic perspective.. 5. Assess business processes relative to organizational goals. 6. Knowledge of society and culture, and skills relevant to civic engagement. 7. Develop comprehensive B2B and B2C marketing plans based on sound customer and competitive research, and that reflect an organization's domestic and international strategic vision. 8. Design a marketing research study that will act as a key resource in the development of a marketing plan. 9. Evaluate the impact of changing global, political, economic, competitive, environmental, cultural and social systems on marketing strategy development. 10. Recommend profitable B2B and B2C customer relationship management strategies that are consistent with organizational marketing objectives
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<p style="text-align: center;">Securities and portfolio management</p>	<ol style="list-style-type: none"> 1. Students will understand the characteristics of different financial assets such as money market instruments, bonds, and stocks, and how to buy and sell these assets in financial markets 2. Students will understand the benefit of diversification of holding a portfolio of assets, and the importance played by the market portfolio. 3. Students will know how to apply different valuation models to evaluate fixed income securities, stocks, and how to use different derivative securities to manage their investment risks 4. To provides of extension of these concepts to the portfolio of securities and the concept of diversification, management of a portfolio 	<ol style="list-style-type: none"> 1.To impart knowledge on Securities ,Market Securities, Economic forecasting and Stock investment decisions. 2.To develop skills in the preparation of bond, options and futures, warrants and convertible securities. 3.To examine the technical analysis ,forecasting and individual stock performance. 4.To identify the portfolio analysis , portfolio selection, Risk investors preferences and Selecting best portfolio 5.To determine the capital market theory ,Asset pricing Model and to evaluate management performance. 6.Create an investment portfolio in a sustainable manner using business design thinking to provide solutions and recommendations to a client’s organization 7.Research and think creatively to generate innovative solutions to manage issues in an authentic business context. 8. Apply ethical and interpersonal skills to work in teams and to communicate effectively with clients. 9. Critically reflect on your executive career potential and lifelong learning. 10. To focus on the construction and management of investment portfolios.
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<p style="text-align: center;">Managerial Economics</p>	<ol style="list-style-type: none"> 1. To understand the roles of managers in firms. 2. To analyze the demand and supply conditions and asses the positions of a company. 3. To analyze real world business problems with a systematic theoretical framework. 4. To understand the internal and external decisions to be made by managers. 	<ol style="list-style-type: none"> 1. To understand the basic concepts of managerial economics. and the economic goals of the firms and optimal decision making. 2. To impart the basic concepts of Demand, Supply and Equilibrium and their determinants and to analyze the effect of these factors on market dynamics. 3. To understand cost function and the difference between short-run and long-run cost function and to establish the linkage between production function and cost function. 4. To examine about the market structure and its strategy. 5. To identify the pricing methods ,planning and forecasting. 6. Understand the internal and external decisions to be made by managers 7. Analyze the demand and supply conditions and assess the position of a company 8. Design competition strategies, including costing, pricing, product differentiation, and market environment according to the natures of products and the structures of the markets. 9. Analyze real-world business problems with a systematic theoretical framework. 10. Make optimal business decisions by integrating the concepts of economics, mathematics and statistics.
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<p>ESSENTIALS OF LANGUAGE AND COMMUNICATION</p>	<ol style="list-style-type: none"> 1. To ensure that students imbibe natural flair for English language 2. To communicate without mistake. 3. To improve the four basic skills, listening, speaking, reading and writing. 4. To enrich their vocabulary. 5. To improve the fluency of students. 	<ol style="list-style-type: none"> 1. Individuals preparing for a job and students preparing for college or graduate entrance exams will benefit from a time tested review of basic skills. 2. Students developed their ability to think and to organize and communicated their ideas. 3. Students utilized reading and research for critical thinking. 4. Students developed college level vocabulary skills to enhance writing. 5. Improved spoken English language and organized basic grammar.
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<p style="text-align: center;">Corporate law</p>	<ol style="list-style-type: none"> 1. To identify, explain and apply the principles of corporate law . 2. To understand the regulations of SEBI. 3. To analyze various laws related to corporate. 4. To know about Environment Protection and Consumer Protection. 5. To form of business association, including partnership and to know about duties and liabilities of directors and officers 	<ol style="list-style-type: none"> 1. To understand the concept of SEBI regulation. 2. To examine about Competition Act,2002 and Foreign Exchange Management Act (FEMA)1999. 3. To know about the Property rights, Patents Act 1970, Copy rights and Information technology Act 2000. 4. To understand about Environmental Protection Act 1986 and its prevention and control of environmental pollution 5. To impart knowledge on Consumer Protection Act 1986 and MRTP Act. 6. Apply principles of corporate law in a rigorous and principled manner. Undertake legal research at an intermediate level using both primary and secondary sources. 7. Apply corporate law to generate solutions to complex legal problems, and critique the operation of corporate law from a policy perspective. 8. Structure and sustain concise and cohesive written arguments for a mixed lay and legal audience. Work effectively to complete complex tasks within a limited time, both as a member of a team and individually. 9. Exercise appropriate strategic professional judgment in the resolution of a corporate law problem in an academic environment. Interact in a professional and ethical manner with team members and peers. 10. Analyse the impact of corporate law from a policy perspective, in the context of social and cultural diversity
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<p style="text-align: center;">Services marketing Management</p>	<ol style="list-style-type: none"> 1. Identify critical issues in service design including the nature of service products & markets, building the service model, and creating customer value 2. Identify critical issues in service delivery including identifying and managing customer service experiences, expectations, perceptions and outcomes 3. Demonstrate ability in evaluating service designs 4. To explain principles and behaviors underlying effective performance in teams 5. To implement the relationships, customer satisfaction, service recovery and other critical elements in services marketing 	<ol style="list-style-type: none"> 1. To understand the basic concept of service marketing management. 2. To know about Service marketing mix, Service pricing and Pricing decision. 3. To understand about service promotion and sales promotion. 4. To identify people mix and service quality management 5. To analyze about marketing services like financial service ,health service and professional service 6. Identify the special management issues and unique challenges involved in marketing and managing services 7. Understand the expectations of customers and know how to translate this knowledge into genuine value for customers 8. Interpret service behaviour and service consumption in the light of service-dominant marketing logic and articulate the outcome to service marketing management 9. To explain the characteristics of customers' purchasing and consumption behavior of services and service firms' marketing behaviour Apply new approaches to managing customer satisfaction and loyalty
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		10. Understand current research trends in services marketing and management
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<p style="text-align: center;">Advanced cost and management accounting</p>	<ol style="list-style-type: none"> 1. To understand the basic concepts and processes used to determine product costs. 2. To interpret cost accounting statements, 3. To analyze and evaluate information for cost ascertainment, planning, control and decision making, and to solve simple cases. 4. To enhance student skills, advance knowledge and provide vocationally relevant program for those intending to pursue careers in accounting, management and finance 5. To provide relevant and valuable cost and management information that is important in the execution of planning ,controlling and decision making 	<ol style="list-style-type: none"> 1. To understand of the role and function of cost and management accounting in achieving the objectives of an organization 2. To demonstrate costing methods and techniques appropriate to a variety of different businesses 3. To understand the costing system, management control and cost control techniques. 4. To examine the costing method and operating costing (JIT costing) 5. To impart knowledge on standard costing and variance analysis. 6. To know about cost volume profit analysis and decision making under marginal cost. 7. To analyze financial statement . 8. To Carry out costing and quantitative techniques at an advanced level; 9. Apply and defend the appropriateness of techniques to the production and presentation of information for management decision making by the use of case studies; 10. Understand and integrate theories of Organisational Behaviour, Strategic Management, and Organizational Theory to Management Accounting
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<p style="text-align: center;">Business Policy and Strategy</p>	<ol style="list-style-type: none"> 1. Identify and recognize the various levels at which strategic decision making happens in an organization. 2. Discuss and define the factors that shape the SWOT analysis of a firm and develop an environment appraisal that will lead to formulation of strategic plans. 3. Analyze the suitability of strategies that firms have developed in the real world scenerio to achieve valuable outcomes. 4. To expose the students to the various approaches in crafting business strategy, tools that aid in reasoning carefully about strategic options, and learning how companies use what-if analysis to evaluate action alternatives and make sound strategic decisions. 5. To expand the student's capacity to integrate and appreciate the changes in the environment that shape the strategy of a business and lead to developing a competitive edge 	<ol style="list-style-type: none"> 1. To understand basic of business environment and its forecasting. 2. To know about the social responsibility ,social audit and Ecological environment issues. 3. To analyze economic reforms ,LPG, privatization ,liberalisation and globalisation in India. 4. To understand about GATT, WTO ,TRIPS and TRIMS. 5. To identify the business ethics and to know about consumer rights ,MRTP,UFTP. 6. To learn what business policy and strategy is all about. 7. To know the framework and importance of strategic management. 8. To know the strategic management process. 9. To have an understanding of corporate vision and mission. 10. To learn how strategy operates at different levels of the organization
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<p>Operation research</p>	<ol style="list-style-type: none"> 1. To introduce students to the techniques of operations research 2. To provide students with basic skills and knowledge of operations research and its Application 3. To introduce students to practical application of operations research 4. To involve demonstration of principles and techniques of operations research using real life projects 5. To study operations research techniques in the application of mining projects 	<ol style="list-style-type: none"> 1. To know about linear programming. 2. To know the various techniques of operations research 3. To analyze transportation problem ,North West corner rule and MODI method. 4. To identify the assignment problem and network analysis like CPM, PERT. Free float and Independent float. 5. To understand game theory and its methods. 6. To examine sequencing problem and processing „n“ jobs through two machines. 7. Identify and develop operational research models from the verbal description of the real system 8. Understand the mathematical tools that are needed to 9. solve optimisation problems. 10. Use mathematical software to solve the proposed models. 11. Develop a report that describes the model and the solving technique, analyse the results and propose recommendations in language understandable to the decision nmaking processes in Management.
<p>ESSENTIALS OF SPOKEN AND PRESENTATION SKILLS.</p>	<ol style="list-style-type: none"> 1. Students to speak correct English. 2. To chisel the presentation skills. 3. To improve their body language. 4. To boost the confidence of the students. 5. Giving them chance to present on various topics. 	<ol style="list-style-type: none"> 1. Developed abilities promises a double pay off in the business world. 2. Gained appropriate behaviors and effective communication. 3. Improved in their dress code. 4. Confidently faced interviews. 5. Learnt good English and prospered in professional and personal lives.

<p style="text-align: center;">Entrepreneurship development</p>	<ol style="list-style-type: none"> 1. To identify and/or apply the principles of entrepreneurial and family business; 2. To define, identify and/or apply the principles of entrepreneurial management and growth through strategic plans, consulting projects and/or implementing their own businesses; 3. To identify and/or apply the principles of creating and defending an entrepreneurial marketing plan; 4. To define, identify and/or apply the principles of new venture financing, growth financing, and growth financing for existing businesses 5. To expose the students to entrepreneurship is to motivate them to look at entrepreneurship as a viable, lucrative and preferred career. 	<ol style="list-style-type: none"> 1. To understand about entrepreneurship and its traits. 2. To know about sources and selection ,project and its design appraisal. 3. To identify institutional environment in India like TIIC,SIPCOT,ITCOT,IDBI,ICICI NISIET Commercial banks etc., 4. To impart knowledge on marketing channel, industrial products and quality standards. 5. To know about entrepreneurship development programs ,Women entrepreneurs and export incentives. 6. Students will be able to define, identify and/or apply the principles of entrepreneurial and family business; 7. Students will be able to define, identify and/or apply the principles of viability of businesses, new business proposals, and opportunities within existing businesses; 8. Students will be able to define, identify and/or apply the principles of entrepreneurial management and growth through strategic plans, consulting projects and/or implementing their own businesses; 9. Students will be able to define, identify and/or apply the principles of preparing a start-up business plan emphasizing financing, marketing, and organizing; 10. Students will be able to define, identify and/or apply the principles of creating and defending an entrepreneurial marketing plan
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<p>Entrepreneurship development</p>	<ol style="list-style-type: none"> 1. To identify and/or apply the principles of entrepreneurial and family business; 2. To define, identify and/or apply the principles of entrepreneurial management and growth through strategic plans, consulting projects and/or implementing their own businesses; 3. To identify and/or apply the principles of creating and defending an entrepreneurial marketing plan; 4. To define, identify and/or apply the principles of new venture financing, growth financing, and growth financing for existing businesses 5. To expose the students to entrepreneurship is to motivate them to look at entrepreneurship as a viable, lucrative and preferred career. 	<ol style="list-style-type: none"> 1. To understand about entrepreneurship and its traits. 2. To know about sources and selection ,project and its design appraisal. 3. To identify institutional environment in India like TIIC,SIPCOT,ITCOT,IDBI,ICICI NISIET Commercial banks etc., 4. To impart knowledge on marketing channel, industrial products and quality standards. 5. To know about entrepreneurship development programs ,Women entrepreneurs and export incentives. 6. Students will be able to define, identify and/or apply the principles of entrepreneurial and family business; 7. Students will be able to define, identify and/or apply the principles of viability of businesses, new business proposals, and opportunities within existing businesses; 8. Students will be able to define, identify and/or apply the principles of entrepreneurial management and growth through strategic plans, consulting projects and/or implementing their own businesses; 9. Students will be able to define, identify and/or apply the principles of preparing a start-up business plan emphasizing financing, marketing, and organizing; 10. Students will be able to define, identify and/or apply the principles of creating and defending an entrepreneurial marketing plan
<p>Fundamentals of information technology</p>	<ol style="list-style-type: none"> 1. This course trains students how to use MS Office applications to carry out office work such as creating professional-quality 	<ol style="list-style-type: none"> 1. Recognize when to use each of the Microsoft Office programs to create professional and academic documents.

	<p>documents; store, organize and analyze information; arithmetic operations and functions; and create dynamic slide presentations with animation, narration, images, videos, and much more, digitally and effectively.</p> <ol style="list-style-type: none"> 2. Explain to students why information systems are so important today for business and management; 3. Evaluate the role of the major types of information systems in a business environment and their relationship to each other; 4. Assess the impact of the Internet and Internet technology on business electronic commerce and electronic business; 5. Identify the major management challenges to building and using information systems and learn how to find appropriate solutions to those challenges 	<ol style="list-style-type: none"> 2. Use Microsoft Office programs to create personal, academic and business documents following current professional and/or industry standards 3. To be familiar with contemporary issues in networking technologies. 4. To understand the organization of computer networks, factors influencing computer network development and the reasons for having variety of different types of networks. 5. To understand the concepts of main protocols such as HTTP, FTP, SMTP, TCP, UDP, IP 6. Demonstrate an understanding of the foundations and importance of E-commerce 7. Analyze the impact of E-commerce on business models and strategy 8. Assess electronic payment systems 9. Student will do by their own create company, enter accounting voucher entries including advance voucher entries, do reconcile bank statement, do accrual adjustments, and also print financial statements, etc. in Tally ERP.9 software . 10. Students do possess required skill and can also be employed as Tally data entry operator. 11. To describe Internet trading relationships including Business to Consumer, Business-to-Business, Intra-organizational. 12. To describe the infrastructure for E-commerce 13. To describe the key features of Internet, Intranets and Extranets and explain how they relate to each other
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<p style="text-align: center;">Direct tax</p>	<ol style="list-style-type: none"> 1. Understand the basic principles underlying the Income Tax Act and Wealth Tax Act 2. Compute the taxable income of an assessee 3. Analyze the assessment procedure and representation before appropriate authorities under the law 4. Apply the Generally Accepted Cost Accounting Principles and Techniques for determination of arm's length price for domestic and international transactions 5. To expose the students to real life situations involving taxation and to equip them with techniques for taking tax sensitive decisions 	<ol style="list-style-type: none"> 1. To understand the basic concept of assessment year , Revenue Income and expenditure. 2. To know about the heads of Income and depreciation. 3. To analyze the income under the heads of capital gains 4. To computation of total income 5. To identify the assessment procedure of income tax and to compute the net wealth. 6. To acquaint the students with basic principles underlying the provisions of direct and indirect tax laws and to develop a broad understanding of the tax laws and accepted tax practices. 7. To give an understanding of the relevant provisions of Direct Tax Code. 8. To introduce practical aspects of tax planning as an important managerial decision making process. 9. Expose the participants to real life situations involving taxation 10. To equip them with techniques for taking tax sensitive decision
<p style="text-align: center;">Human Resource Management</p>	<ol style="list-style-type: none"> 1. To develop the knowledge, skills and concepts needed to resolve actual human resource management problems or issues. 2. To Manage the employment relationship, which is a shared responsibility between employers, management, human resources specialists, and employees. Investigate how HRM is responding to current business trends, opportunities, and challenges. 3. To Identify the human resources needs of an organization or department. 	<ol style="list-style-type: none"> 1. To understand the basic concept of HRM. 2. To impart knowledge on HR planning. 3. To know about HR selection & recruitment process 4. To know about training and development and to evaluate training program. 5. To identify performance appraisal and management of grievance. 6. Describe trends in the labor force composition and how they impact human resource management practice. 7. resource management practice. 8. To strategically plan for the human resources

	<ol style="list-style-type: none"> 4. To Conduct a job analysis and produce a job description from the job analysis. 	<p>needed to meet organizational goals and objectives.</p> <ol style="list-style-type: none"> 9. To process of job analysis and discuss its importance as a foundation for human resource management practice. 10. To explain how legislation impacts human resource management practice. 11. To compare and contrast methods used for selection and placement of human resources.
<p>Business research method</p>	<ol style="list-style-type: none"> 1. To identify performance appraisal and management of grievance. 2. Develop data collection instrument according to the underlying theoretical framework. 3. Refine research questions to meet high level research objectives/questions. 4. Construct and document an appropriate research design, including argumentation for data collection and analysis methods/techniques 5. To assist students in identifying, discussing and formulating a research problem, in selecting and applying appropriate research approaches 	<ol style="list-style-type: none"> 1. To understand the concept of research methodology. 2. To know about research design and sampling 3. To analyze methods of data collection . 4. To impart knowledge on reliability and about various tests. 5. To learn about research report and drafting. 6. Develop data collection instrument according to the underlying theoretical framework. 7. Explain how to conduct data collection (quantitative and qualitative) 8. Analyse quantitative data (e.g., using PLS) and qualitative data 9. Refine research questions to meet high level research objectives/questions. 10. Construct and document an appropriate research design, including argumentation for data collection and analysis methods/techniques

<p>Personality Enrichment</p>	<ol style="list-style-type: none"> 1. To develop skills and techniques necessary for public speaking and personality development. 2. The course aims at building self confidence and enhance the self esteem and improve the overall personality of the students. 3. Power of positive thinking is inculcated in the students. 	<ol style="list-style-type: none"> 1. The students learn the importance of improving their personality and learn about the components and need for personality development. 2. Motivation as an attribute is learnt and inculcated in the students. 3. An overview of the current social and economic scenario is imparted to the students. 4. Rational decision making and nurturing creativity are the outcomes expected. 5. Students understand the importance of Positive thinking and traits of positive thinkers and how to follow a positive life style.
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<p style="text-align: center;">ORGANIZATIONAL BEHAVIOUR</p>	<ol style="list-style-type: none"> 1. Developing the behavioral skills you need to be a successful leader of yourself and others, including working in teams. 2. Understanding the main ideas relating to organizational behavior and their impact on creating a high-performing organization. 3. Understanding what leadership means and what is involved in becoming a successful leader in today's business organizations. 4. Appreciating leadership skills as an essential complement to the technical skills you are learning in other courses. 5. Learning concepts and approaches that will enable you to analyze organizational problems and develop appropriate solutions. 	<ol style="list-style-type: none"> 1. Students will gain knowledge to analyze and compare different models used to explain individual behaviour related to motivation and rewards 2. It identifies the processes used in developing communication and resolving conflicts. 3. Student understands the concepts of group dynamics, organizational change, 4. Analyse the behaviour of individuals and groups in organisations in terms of the key factors that influence organisational behaviour. 5. Assess the potential effects of organisational- level factors (such as structure, 6. culture and change) on organizational behaviour. 7. Critically evaluate the potential effects of important developments in the 8. External environment (such as globalisation and advances in technology) organizational behaviour. 9. Analyse organisational behavioural issues in the context of organisational behaviour theories, models and concepts.
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Indirect tax	<ol style="list-style-type: none"> 1. To describe the transaction types which are related to VAT 2. To know what transaction types are subjected to VAT 3. To indicate VAT application, differentiation of application, and VAT compliance and attendance 4. To relate transaction amounts to VAT liability. 5. To provides an overview of the basic structure of indirect taxes and covers key concepts in the field 	<ol style="list-style-type: none"> 1. To understand Indian Federal system and Canons of Taxation. 2. To know about Central Excise. 3. To impart knowledge on Customs Duties. 4. To know about Authorities of customs and excise. 5. To gain knowledge on VAT 6. To describe the transaction types which are related to VAT 7. To know what transaction types are subjected to VAT 8. To indicate VAT application, differentiation of application, and VAT 9. compliance and attendance; 10. To relate transaction amounts to VAT liability 11. To discuss reasons for imposition of indirect taxes on goods and services.
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Financial market and service	<ol style="list-style-type: none"> 1. To describe the types of equity securities that companies can use to raise equity capital and how these securities can be listed and traded on the Indian Stock Exchange. 2. To apply different company valuation techniques to determine share prices. 3. To describe the characteristics of different types of debt securities and be able to price them. 4. To describe different theories of how interest rates are determined and explain the relationship between the term to maturity, risk, and interest rates 5. To reviews each of the mainstream financial markets and investigates the various institutional participants and the different types of financial instruments offered 	<ol style="list-style-type: none"> 1. To understand the role of financial service in the development of the capital market and the economy of the country 2. To know about Capital Market 3. To impart knowledge on Stock Market 4. To gain knowledge on Financial Services and Merchant Banking 5. To know about Derivative Markets and Trading System 6. Acquire knowledge about general aspects of business operations. 7. Describe the role of accounting information system and its limitations. 8. Explain the concepts and procedures of financial reporting, including income statement, statement of retained earnings, balance sheet, and statement of cash flows. 9. Identify the basic economic events most common in business operations and be able to report the events in a generally accepted manner, including the impacts of alternative accounting methods on financial statements. 10. To analyze financial data from annual reports of corporations
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<p>Marketing research and consumer behaviour</p>	<ol style="list-style-type: none"> 1. To learn key concepts and theories of consumer behaviour 2. To understand the psychological theories relevant for understanding consumer behaviour 3. To examine how different aspects of the environment influences consumer behaviour 4. To know what marketing strategy is and how it influences consumer behaviour 5. To focus on the theoretical concepts of consumer behaviour and the application of these concepts in marketing strategy and decision making. 	<ol style="list-style-type: none"> 1. To enable the students to understand the complex world of marketing 2. To have a knowledge on measurement techniques and methods of collection of data. 3. To understand about Market report and Marketing information system 4. To impart knowledge on Consumer Behaviour and consumer psychographics. 5. To know about Consumer attitudes formation. 6. To define the conception of consumer behaviour and reveal its importance in the context of marketing. 7. To identify factors that influence consumer behaviour. 8. To examine the consumer decision making process. 9. To describe the target market and determine the positioning strategy according to consumer characteristics and behaviour
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<p>PROJECT & VIVA VOCE</p>	<ol style="list-style-type: none"> 1. To explore one area of your program in depth. 2. To work independently on your own initiative. 3. To gather information in a thorough and rigorous manner . 4. To process and integrate material in sustained exercise of intellectual ordering 5. To produce a coherent, literary document 	<ol style="list-style-type: none"> 1. Students will acquire the ability to make links across different areas of knowledge and to generate, develop and evaluate ideas and information so as to apply these skills to the project task. 2. Students will acquire the skills to communicate effectively and to present ideas clearly and coherently to specific audience in both the written and oral forms. 3. Students will analyse data and synthesize research findings. 4. Students can demonstrate a capacity to communicate research results clearly, comprehensively and persuasively
<p>COMPUTING SKILL</p>	<ol style="list-style-type: none"> 1. To give brief introduction about the basic components of computers. 2. To introduce text manipulation and formatting of text documents. 3. To inculcate the convenient usage of advanced mathematical formulas and operations. 4. To make structured and attractive presentations that stands as a basic aid for communication. 5. To educate about the basic concepts of internet usage and organizing of data. 	<ol style="list-style-type: none"> 1. Students are introduced to the generation of computers, components and classification of computers, various input and output devices. 2. Basic functions like opening, saving and closing a file are being taught. Creating tables in word, inserting pictures from excel, formatting of documents, mail merge concepts are taught 3. Understanding the importance of file management, back up of files and folders, renaming of files and folders, basics of PowerPoint are covered. 4. Operations on spreadsheet, creation, tabulation, for

		<p>mathematical functions, chart creation are covered.</p> <p>5. Students are introduced to basic net topologies, surfing of internet, bookmarking, create email account, printing web page.</p>
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M.COM- CORPORATE SECRETARYSHIP**PROGRAM OUTCOMES**

PO1 Commerce: Understanding the various functions of commerce and acquire the skills that are required for an efficient administrator and to effectively contribute towards the betterment of organization

PO2 Problem Analysis: Enables the students to get exposure towards working independently and in a team through team work, also develop employability skills and industry interaction.

PO3 Commerce Students and Society: Develop awareness and self-confidence on general issues prevailing in the society that enables students to be capable of making decisions on both personal and professional.

PO4 Ethics: Apply ethical principles and commit to the professional ethics and norms.

PO5 Environment and Sustainability: To understand the impact of responsibility of pursuing the environment and demonstrate the need for sustainable development.

PO6 Individual and Team Work: Function effectively as an individual and as member or leader in diverse teams in multi – disciplinary settings.

PO7 Communication: Speak, read , write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

PO8 Project Management and Finance: Demonstrate the knowledge of the understanding of the fundamental principle of managing a project and apply the same in one’s own work as a member and as a leader of a team, to manage project in a multi-disciplinary environment.

PO9 Life – Long Learning: Recognize the need for and have the preparation and ability to engage in independent and lifelong learning in the broadest context of technological change.

PROGRAM SPECIFIC OUTCOMES

PSO1. Understand the nature and advanced concepts of finance, accounting and Administration

PSO2. Analyze the administrative and Secretarial practices which constitutes effectiveness to the business.

PSO3. Apply research in procedures and schedules to be followed on office administration.

PSO4. Understand the application of secretarial practices in both theoretical and practical aspects.

SUBJECT	COURSE OBJECTIVES	COURSE OUTCOME
Business Law	<ol style="list-style-type: none"> 1. To enable a basic understanding of legal concepts and familiarity with terminologies. 2. To provide a comprehensive framework of Commercial laws. 3. To provide an insight into the structure and process of Company Law. 4. To acquaint with the emerging trends in Corporate Law. 5. To emphasize the legal basics of Contracts as fundamental instruments of enabling business. To make the students to learn the elements of general contract and special contracts. 	<ol style="list-style-type: none"> 1. To know the primacy of contract, offer and acceptance 2. To know the factors to be included in contract to perform 3. To understand the methods of discharge of contracts 4. To know how to find the solution after breaking the contracts 5. To know the legal aspects of creating an agency 6. To understand the rights and duties of an agent and principal 7. To enhance the fundamentals of the act of sale of goods 8. To provide the knowledge regarding the performing of sales contract
Corporate Accounting - I	<ol style="list-style-type: none"> 1. To understand the concept of financial statements. 2. To determine the requirements of financial statements. 3. To familiarize students with the accounting treatment adopted for raising funds and redeeming them. 4. To enable students to prepare final accounts of Joint Stock Companies 5. To understand the procedure for valuing goodwill and shares of a company. 	<ol style="list-style-type: none"> 1. Enabling the students to understand the features of Shares and Debentures. 2. Develop an understanding about redemption of Shares and Debenture and its types. 3. To give an exposure to the company final accounts. 4. To provide knowledge on Goodwill. 5. Students can get an idea about internal reconstruction. 6. A comprehensive understanding of the advanced issues in accounting for assets, liabilities and owner's equity. 7. The ability to prepare consolidated accounts for a corporate group. 8. The ability to analyse complex issues, to formulate well-reasoned and coherent arguments and to reach well considered conclusions.
Labour and Industrial Law	<ol style="list-style-type: none"> 1. To recognize the different industrial relations systems. 2. To distinguish the procedure concerning worker participation and participatory institutions and instruments of trade union representation. 3. To distinguish employee rights and obligations according to the scope of employment. 4. To defend employ rights before supervisory and control institutions. 5. To analyze the field of labor relations in an interdisciplinary manner. 	<ol style="list-style-type: none"> 1. Understand the terminology, history, and models of the Industrial Relations system 2. Learn about the genesis of industrial conflicts and disputes 3. Understand the functioning of various Industrial conflict settlement machineries 4. Understand Women Management & ILO principles
	<ol style="list-style-type: none"> 1. The basic fundamental concepts and tools of finance. 2. Financial management concepts and tools to the decisions 	<ol style="list-style-type: none"> 1. Students can learn the key themes in corporate finance 2. Students can understand the role of finance in an

<p>Corporate Financial Management</p>	<p>faced by a manager in investment decisions.</p> <ol style="list-style-type: none"> 3. Financial management concepts and tools to the financing decisions and dividend decisions faced by the firm. 4. Appraise the risk profile of firms; specifically, estimate the costs of capital, including debt and equity capital, using financial data. 5. To Explain the global financial environment and the globalization process experienced by multinational corporations. 	<p>organization</p> <ol style="list-style-type: none"> 3. It explain and analyse the interrelationship between finance and governance 4. Students can analyse the relationship between strategic decision making and corporate financing decisions. 5. Compute the appropriate discount rate for assets and cost of capital for a firm. 6. Compute capital budgeting for capital investment decisions. 7. Analyze how corporate financial decisions (such as financing policy, capital structure, dividend, etc.) influence firm value. 8. Integrate analysis and valuation with applications of different corporate financial management problems.
<p>Research Methodology -I</p>	<ol style="list-style-type: none"> 1. To understand some basic concepts of research and its methodologies 2. identify appropriate research topics 3. Select and define appropriate research problem and parameters 4. To prepare a project proposal 5. organize and conduct research (advanced project) in a more appropriate manner 	<ol style="list-style-type: none"> 1. Apply a range of quantitative and / or Qualitative research techniques to business and management problems / issues 2. Understand and apply research approaches, techniques and strategies in the appropriate manner for managerial decision making 3. Demonstrate knowledge and understanding of data analysis and interpretation in relation to the research process 4. Conceptualize the research process 5. Provide students with the knowledge of the different research methodologies and philosophical approaches that are available to carry out research in business and management science; 6. Enable students to make informed decisions on the most appropriate methodological choices to carry out their own research; 7. Provide students with the knowledge of the research process in business and management science 8. Enable students to recognize the problems and limitations associated with certain research methods, instruments for data collection and techniques for data analysis; 9. Enable students to review and update their initial research proposal accordingly.

<p>Income Tax Law & Practice – I</p>	<ol style="list-style-type: none"> 1. To make the students understand the theory and practice of Income Tax. 2. To acquaint the students with the legal regime governing the Income tax. 3. To gain knowledge and understanding of the provisions of the Income tax laws. 4. To acquire the ability to apply the knowledge of the provisions of the Income tax laws to the various situation in actual practice. 5. To develop the skill of independent thinking and creativity in the field of Income tax laws. 	<ol style="list-style-type: none"> 1. To introduce the basic concept of Income Tax. 2. In order to familiarize the different know-how and heads of income with its components. 3. It helps to build an idea about income from house property as a concept. 4. It gives more idea about the income from business or profession. 5. Make the students familiarizes with the concept of depreciation and its provisions. 6. you will understand the types of taxes, meaning of taxes, know the components of income tax law, understand the various concepts like assessment year, previous year, income, person, assessee, capital and revenue receipts etc. you will also know how to compute the tax liability of a person and the applicable tax rates.
<p>Corporate Accounting - II</p>	<ol style="list-style-type: none"> 1. To know the various provisions of the revised Schedule VI; and follow the concept of disposal of profits. 2. To identify the new format of balance sheet as per revised Schedule VI. 3. To prepare financial statements of special types of businesses viz. Banks, Insurance, Holding Companies and Electricity Companies 4. To familiarize the accounting treatment of special transactions of the above businesses 5. To understand the accounting procedures for amalgamation of companies in the nature of merger or purchase. 	<ol style="list-style-type: none"> 1. Enable the students to understand about amalgamation, absorption and external Reconstruction 2. To make them aware about accounts of banking companies 3. Keep them aware about accounts of insurance companies 4. Enable the students to gain an idea of liquidation of companies 5. To introduce and develop knowledge of holding companies accounts.
<p>Securities Laws And Regulation of Financial Markets</p>	<ol style="list-style-type: none"> 1. Discuss recent trends in the industry and causes of the recent financial crisis. 2. Assess the various theoretical concepts underlying money and capital markets. 3. Assess the economic environment and the impact of regulatory policies on consumers and financial institutions. 4. Assess the various markets for securities (including money markets, bond markets, mortgage markets, foreign exchange markets, derivative markets) and its role in financial markets. 5. Interpret the role and determinants of interest rates and interaction of interest rates with money supply as controlled 	<ol style="list-style-type: none"> 1. Develop an understanding of the investment alternatives that exists in the financial markets. 2. Understand such concepts as new issue market. 3. Develop ways of analysis of secondary markets. 4. To learn E- trading, capital market and DEMAT Account. 5. Understand fundamental and technical analysis with regard to investment.

	by the Federal Reserve System.	
Business Environment	<ol style="list-style-type: none"> To provide knowledge of the environment in which businesses operate, the economic operational and financial framework with particular application to the transaction of insurance business. To provide you with sufficient understanding of cross-border business issues to be in a position to contribute to decisions about the internationalization of business. To provide you with a managerial perspective of those aspects of the global business environment which directly affect a business of foreign trade Investment. To alert you to some of the practical factors which impact on international business activities in differing political, legal and cultural Environment. At the end of the module you should: Have an appreciation of the evolution of the global economy and of current topical debates surrounding 'globalisation' 	<ol style="list-style-type: none"> To understand business environment To understand its significance in business. To enable the students to have an overview of Various Environmental Factors of Business Viz. Economic, Political, Legal, social and Global. To enable the students to appreciate the importance of environment and its impact on business and society. Be aware of the social and ethical responsibilities within management positions.
Research Methodology -II	<ol style="list-style-type: none"> Students should understand a general definition of research design. Students should be able to distinguish a purpose statement, a research question or hypothesis, and a research objective. Students should be able to distinguish between a population and a sample. Students should be familiar with current uses of the terms reliability and validity in educational research. Students should know the criteria that can be used to select an appropriate statistical test to answer a research question or hypothesis. 	<ol style="list-style-type: none"> Understand the nuances involved in Creativity & Innovation Familiarize themselves with creative and innovative thinking styles. Apply principles in business situations to optimize resource utilization. Enable students to recognize the problems and limitations associated with certain research methods, instruments for data collection and techniques for data analysis; Enable students to review and update their initial research proposal accordingly.
Income Tax Law & Practice – II	<ol style="list-style-type: none"> To familiarize students with the basic concepts of Income Tax, To enable the students to compute income under various heads of income to enable the students to compute income under various heads and also the total income subject to deductions. 	<ol style="list-style-type: none"> To introduce the basic concept of Income Tax. In order to familiarize the different know-how and heads of income with its components. It helps to build an idea about income from house property as a concept. It gives more idea about the income from business or

	<ol style="list-style-type: none"> To familiarize students with the procedure of assessment and filing of return. 	<ol style="list-style-type: none"> profession. Make the students familiarizes with the concept of depreciation and its provisions.
<p>Company Law and Secretarial Practice - I</p>	<ol style="list-style-type: none"> To encourage the development of students' skills in legal reasoning and analysis through study of statutes, case law and regulatory practice relating to Company Law. To familiarize the concept of company law and secretarial practice concept, fundamentals, tools, techniques and its significance in the liberalized business environment. To make the students understand the significant provisions of the Companies Act, by far, the most significant and all pervasive amongst the various corporate legislation. To train them in secretarial aspects relating to drafting and other procedures of the Company law. 	<ol style="list-style-type: none"> Will know about formation of company and joint stocks Will know about entire information of promoter Will acquire knowledge about articles and association of memorandum Will know about the doctrines, prospectus and remedies Will know about shares, rights and duties of directors Will know the about the meeting and resolutions Will know about the winding and its types Will know about the procedure, duties of liquidator.
<p>Advanced Cost Accounting</p>	<ol style="list-style-type: none"> Recognize that job-order and process costing are being used in service, merchandising as well as manufacturing sectors. Use job-order costing to cost one or a small number of jobs which require different types and amounts of direct materials, direct labor and indirect costs. Use the process costing system to prepare and analyze production reports where a large number of homogeneous products are manufactured. Estimate the cost of defective units in a process costing environment. Identify the critical role of cost allocation in the analysis of customer profitability and sales variances. 	<ol style="list-style-type: none"> Aimed to familiarize the concept of cost accounting. Helps to gather knowledge on preparation of cost sheet in its practical point of view. To facilitate the idea and meaning of material control with pricing methods. Develop the knowledge about remuneration and incentives. To introduce the concept of overhead cost.
<p>Practical: Computer Application In Business</p>	<ol style="list-style-type: none"> Apply computer resources for use in business and academics. Construct business and academic documents using Microsoft Word. To create spreadsheets with formulas and graphs using Microsoft Excel. Develop presentations containing animation and graphics using Microsoft PowerPoint. 	<ol style="list-style-type: none"> Gain familiarity with the concepts and terminology used in the development, implementation and operation of business computer applications. Explore various methods where Information Technology can be used to support existing businesses and strategies. Investigate emerging technology in shaping new processes, strategies and business models. Achieve hands-on experience with

	<ol style="list-style-type: none"> Integrate Microsoft Office applications for use in business. 	<p>productivity/application software to enhance business activities.</p> <ol style="list-style-type: none"> Accomplish projects utilizing business theories, teamwork, Internet resources and computer technology. Work with simple design and development tasks for the main types of business systems. To introduce the students about basics of MS-Office and to provide practical knowledge exposure to MS- Word To provide practical knowledge exposure MS-Excel To provide practical knowledge exposure MS- Power Point To provide practical knowledge exposure Tally To provide practical knowledge exposure e SPSS
Organizational Behaviour	<ol style="list-style-type: none"> Developing the behavioral skills you need to be a successful leader of yourself and others, including working in teams. Understanding the main ideas relating to organizational behavior and their impact on creating a high-performing organization. Understanding what leadership means and what is involved in becoming a successful leader in today's business organizations. Appreciating leadership skills as an essential complement to the technical skills you are learning in other courses. Learning concepts and approaches that will enable you to analyze organizational problems and develop appropriate solutions. 	<ol style="list-style-type: none"> Students will gain knowledge to analyze and compare different models used to explain individual behavior related to motivation and rewards It identifies the processes used in developing communication and resolving conflicts. Student understands the concepts of group dynamics, organizational change, Analyse the behaviour of individuals and groups in organisations in terms of the key factors that influence organisational behaviour. Assess the potential effects of organisational- level factors (such as structure, Culture and change) on organizational behavior. Critically evaluate the potential effects of important developments in the External environment (such as globalisation and advances in technology) on organisational behaviour. Analyse organisational behavioural issues in the context of organisational behaviour theories, models and concepts.
Management	<ol style="list-style-type: none"> Apply managerial accounting and its objectives in a way that demonstrates a clear understanding of ethical responsibilities. Analyze cost-volume-profit techniques to determine optimal 	<ol style="list-style-type: none"> To enlighten the students thought and knowledge on management Accounting Helps to give proper idea on financial statement analysis in

<p>Accounting</p>	<p>managerial decisions.</p> <ol style="list-style-type: none"> 3. Prepare a master budget and demonstrate an understanding of the relationship between the components. 4. Perform cost variance analysis and demonstrate the use of standard costs in flexible budgeting. 5. Outline and apply management tools and techniques such as the balanced scorecard, operational performance measures, quality, and environmental cost management. 	<p>practical point of view</p> <ol style="list-style-type: none"> 3. To introduce the concept of fund flow and cash flow statement 4. To provide knowledge about budget control keeping in mind the scope of the concept 5. To develop the know-how and concept of marginal costing with practical problems. 6. critically analyse and provide recommendations to improve the operations of organizations through the application of management accounting techniques; 7. demonstrate mastery of costing systems, cost management systems, budgeting systems and performance measurement systems 8. demonstrate the need for a balance between financial and non-financial information in decision making, control and performance evaluation applications of management accounting; 9. evaluate the costs and benefits of different conventional and contemporary costing systems; 10. learn independently and to demonstrate high level personal autonomy and accountability; 11. learn within teams - to co-operate with team members, to assume leadership and to manage differences and conflicts; and 12. . evaluate complex ideas and tolerate ambiguity in managerial and organisational problem
<p>Company Law And Secretarial Practice – II</p>	<ol style="list-style-type: none"> 1. To inform the students about the elementary ideas and the logic of the corporate law. 2. In that respect, the students will be acquainted with the legal norms regulating the subjects of the corporate law, their legal structure and the position (status) of the trading subjects. To understand various modes of dispute resolution in business transactions. 3. In addition to the relevant statutory provisions, important case laws would be discussed under each module. 	<ol style="list-style-type: none"> 1. Will know about formation of company and joint stocks 2. Will know about entire information of promoter 3. Will acquire knowledge about articles and association of memorandum 4. Will know about the doctrines, prospectus and remedies 5. Will know about shares, rights and duties of directors 6. Will know the about the meeting and resolutions 7. Will know about the winding and its types 8. Will know about the procedure, duties of liquidator

	<ol style="list-style-type: none"> These cover broadly areas relating to corporate legal framework; business transactions; labour; environment; dispute resolution etc. 	
Human Resources Management	<ol style="list-style-type: none"> Introduction to Human Resource Management- Its concept, Nature and Meaning Developing familiarity and understanding for different functions of HRM within an organization: Human Resource Planning, Training and Development, Employee Engagement, Career Management, HR- Audit and Evaluation, Performance Appraisal and its process; Employee Benefits Schemes. Importance of Labour Laws and their application under Indian Labour Legislation with in India. Impact of Global HRM on Domestic HRM. 	<ol style="list-style-type: none"> completion of the module students will be able to: Demonstrate the knowledge and skills needed to effectively manage human resources Describe trends in the labor force composition and how they affect human resource management Describe the fundamental concepts and rules of law that apply to business activities, the employment function, and labor Demonstrate knowledge of human behavior in organizations and the role of management strategies, including motivational theory to influence behavior Communicate management decisions via written memos, revising employee handbook policy, and oral presentations Compare the common methods for recruiting and selecting human resources. Summarize how to implement successful training and development programs Integrate teamwork, leadership and motivational skills to organizational scenarios and evaluate outcomes
Marketing Management	<ol style="list-style-type: none"> The objective is to help the students understand the fundamental concepts and principles of management. To understand the process by which products/services are planned, priced, promoted and distributed. To understand the relationship of marketing as a key element of organization strategy and behavior. To develop their analytical skills, conceptual abilities and substantive knowledge in the aforesaid field along with the practical exposure. To make him to appreciate the need for marketing science in the modern business world 	<ol style="list-style-type: none"> Students will be able to state the role and functions of marketing within a range of organizations. It evaluates the impact of changing global, political, economic, competitive, environmental, cultural and social systems on marketing strategy development. It describes the key marketing concepts, theories and techniques for analysing a variety of marketing situations. Identify and demonstrate the dynamic nature of the environment in which marketing decisions are taken and appreciate the implications for marketing strategy determination and implementation. Use written formats to communicate marketing outcomes Analyse the relevance of marketing concepts and theories in evaluating the impacts of environmental changes on marketing planning, strategies and practices. Demonstrate the ability to carry out a research project

		<p>that explores marketing planning and strategies for a specific marketing situation.</p> <ol style="list-style-type: none"> 8. Synthesize ideas into a marketing plan. 9. Demonstrate the ability to justify marketing strategies and advocate a strategically 10. informed position when considering marketing plan implementation
<p>Project & Viva Voce</p>	<ol style="list-style-type: none"> 1. To explore one area of your program in depth. 2. To work independently on your own initiative. 3. To gather information in a thorough and rigorous manner. 4. To process and integrate material in sustained exercise of intellectual ordering 5. To produce a coherent, literary document 	<ol style="list-style-type: none"> 1. Students will acquire the ability to make links across different areas of knowledge and to generate, develop and evaluate ideas and information so as to apply these skills to the project task. 2. Students will acquire the skills to communicate effectively and to present ideas clearly and coherently to specific audience in both the written and oral forms. 3. Students will analyse data and synthesize research findings. 4. Students can demonstrate a capacity to communicate research results clearly, comprehensively and persuasively

M.PHIL .COMMERCE

PROGRAM OUTCOMES

- PO1 The Master of Philosophy program is to develop students with knowledge in specific topic for higher research degree and teaching.
- PO2 The master of philosophy program is being offered based on a credit system. The M.Phil program has two semesters spreading through one year

PROGRAM SPECIFIC OUTCOME

PSO1 After completing M.Phil degree a successful students will be able to carry out independent and original commerce research of the high quality in all the related aspects of the commerce and administration.

Course	Course Objectives	Course Outcomes
<p align="center">RESEARCH METHODOLOGY-I</p>	<ol style="list-style-type: none"> 1. To study and understand the process concept and research in commerce, management research in the environment of business 2. To understand utility of tools and techniques for explorative casual and conclusive as well exploratory research. 3. To know and apply the concept and utility of doing empirical research study in business 4. To utilize the statistical tools and techniques for analysing the research data in business. 	<ol style="list-style-type: none"> 1. Research scholars will be able to develop, design and develop research proposal as per their requirement 2. Research scholars of commerce will be in a position to study and conduct professional research which is helpful and useful in business 3. Research students of commerce will be in a position to design scales and utilize various means and methods of data collection techniques. 4. Research students will be in a position to apply research methodology tools and techniques to interpret qualitative as well as quantitative data
<p align="center">RESEARCH METHODOLOGY-II</p>	<ol style="list-style-type: none"> 1. Scholars will be able to identify the overall process of designing a research study from its inception to its report. 2. Describe quantitative, qualitative and mixed methods approaches to research 3. Identify the components of a literature review process 4. Scholars will be familiar with ethical issues in educational research, including those issues that arise in using quantitative and qualitative research. 5. Scholars will know the primary characteristics of quantitative research and qualitative research. 6. Scholars will be able to identify a research problem stated in a study. 7. Will get a overview on writing a Research Report-Precautions for Writing Research Reports. 	<ol style="list-style-type: none"> 1. Familiarity with research methodology . 2. Develop hypotheses and design scientific experiments to address the hypotheses for the research problem. 3. Able to perform qualified 4. tasks within predetermined time frames for the research process 5. Familiarity with the methods of the specific field of Computer science research in particular . 6. The ability to plan and use appropriate methods to undertake research . 7. Able to know Basic principles of Experimental Designs 8. critically evaluate and select the most appropriate methods to present scientific

		<p>observations and results;</p> <p>9. critically examine and evaluate examples of scientific misconduct;</p> <p>10. Understand the Significance of Report Writing</p> <p>11. Understand Different Steps in writing Report</p>
<p>FINANCIAL MANAGEMENT</p>	<ol style="list-style-type: none"> 1. To understand the basic concepts of corporate financial management and decision making 2. To understand the concepts of financial decision making process in process 3. To utilize and understand the various tools and techniques of financial management tools and its decision making 	<ol style="list-style-type: none"> 1. The research scholars will be able to 2. Understand the basic concept of finance namely sources of finance, application of finance and return on finance 3. The research students will be in a position to understand the study of capital structure and its use 4. The research students will be well acquainted to know and usage of working capital management 5. The research students will be well acquainted with use of funds as well as cash flow management of business in practice.

<p style="text-align: center;">Entrepreneurship development</p>	<ol style="list-style-type: none"> 1. To identify and/or apply the principles of entrepreneurial and family business; 2. To define, identify and/or apply the principles of entrepreneurial management and growth through strategic plans, consulting projects and/or implementing their own businesses; 3. To identify and/or apply the principles of creating and defending an entrepreneurial marketing plan; 4. To define, identify and/or apply the principles of new venture financing, growth financing, and growth financing for existing businesses 5. To expose the students to entrepreneurship is to motivate them to look at entrepreneurship as a viable, lucrative and preferred career. 	<ol style="list-style-type: none"> 1. To understand about entrepreneurship and its traits. 2. To know about sources and selection ,project and its design appraisal. 3. To identify institutional environment in India like TIIC,SIPCOT,ITCOT,IDBI,ICICI NISIET Commercial banks etc., 4. To impart knowledge on marketing channel, industrial products and quality standards. 5. To know about entrepreneurship development programs ,Women entrepreneurs and export incentives. 6. Students will be able to define, identify and/or apply the principles of entrepreneurial and family business; 7. Students will be able to define, identify and/or apply the principles of viability of businesses, new business proposals, and opportunities within existing businesses; 8. Students will be able to define, identify and/or apply the principles of entrepreneurial management and growth through strategic plans, consulting projects and/or implementing their own businesses; 9. Students will be able to define, identify and/or apply the principles of preparing a start-up business plan emphasizing financing, marketing, and organizing; 10. Students will be able to define, identify and/or apply the principles of creating and defending an entrepreneurial marketing plan
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<p>MARKETING</p>	<ol style="list-style-type: none"> 1. To provide basic approach and understand various approaches to marketing management theory and practical application in business 2. To enable the scholars to learn and understand the basic conceptualization of various areas of marketing management 3. To understand, discuss and address various elements of marketing management and its application in various business practical environment and situation. 	<ol style="list-style-type: none"> 1. The research scholars will understand the basic elements of marketing management and its application in business and research. 2. The research scholars can identify various opportunities and challenges of marketing management and develop research areas and design on marketing management. 3. The research scholars can understand the various elements of marketing management and develop research design and develop marketing management process towards consumer and distributors of business 4. Apply various theories of consumer behaviors and to analyse the opportunities in complex marketing environment situations in practice.
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<p style="text-align: center;">Human Resource Management</p>	<ol style="list-style-type: none"> 1. To develop the knowledge, skills and concepts needed to resolve actual human resource management problems or issues. 2. To Manage the employment relationship, which is a shared responsibility between employers, management, human resources specialists, and employees. Investigate how HRM is responding to current business trends, opportunities, and challenges. 3. To Identify the human resources needs of an organization or department. 4. To Conduct a job analysis and produce a job description from the job analysis. 	<ol style="list-style-type: none"> 1. To understand the basic concept of HRM. 2. To impart knowledge on HR planning. 3. To know about HR selection & recruitment process 4. To know about training and development and to evaluate training program. 5. To identify performance appraisal and management of grievance. 6. Describe trends in the labor force composition and how they impact human 7. Resource management practice. 8. To strategically plan for the human resources needed to meet organizational goals and objectives. 9. To process of job analysis and discuss its importance as a foundation for human resource management practice. 10. To explain how legislation impacts human resource management practice. 11. To compare and contrast methods used for selection and placement of human resources.
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<p>Banking & Financial services</p>	<ol style="list-style-type: none"> 1. To understand the importance of banking and the recent trends in banking industry. 2. To educate the students on the practical applications of banking services. 	<ol style="list-style-type: none"> 1. Students learn the meaning of central bank and the functions of Reserve bank of India along with the qualitative and quantitative techniques used for credit control. 2. Primary and secondary functions of commercial banks, process of credit creation and Modern day banking methods – Internet banking, credit cards, debit cards, ECS, RTGS are dealt with. 3. To learn the process of bank account opening and the requirements for the same. 4. Students are introduced to field of financial services, its importance and types of services available. 5. To have in depth knowledge in financial related concepts. 6. To impart knowledge on factoring and bills accounting. 7. To familiarize students with the venture capital and risk. 8. 9.To understand about the various concepts of mutual fund.
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M.PHIL – COMPUTER SCIENCE

PROGRAM OUTCOMES

- PO1 The Master of Philosophy program is to develop students with knowledge in specific topic for higher research degree and teaching.
- PO2 The master of philosophy program is being offered based on a credit system. The M.Phil program has two semesters spreading through one year

PROGRAM SPECIFIC OUTCOME

PSO1 After completing M.Phil degree a successful students will be able to perform in emerging areas of computer science data analysis, data intelligence, data security and administration.

SUBJECT	COURSE OBJECTIVES	COURSE OUTCOMES
<p style="text-align: center;">RESEARCH METHODOLOGY</p>	<ol style="list-style-type: none"> 1. Scholars will be able to identify the overall process of designing a research study from its inception to its report. 2. Describe quantitative, qualitative and mixed methods approaches to research 3. Identify the components of a literature review process 4. Scholars will be familiar with ethical issues in educational research, including those issues that arise in using quantitative and qualitative research. 5. Scholars will know the primary characteristics of quantitative research and qualitative research. 6. Scholars will be able to identify a research problem stated in a study. 7. Will get a overview on writing a Research Report- Precautions for Writing Research Reports. 	<ol style="list-style-type: none"> 1. Familiarity with research methodology. 2. Develop hypotheses and design scientific experiments to address the hypotheses for the research problem. 3. Able to perform qualified 4. Tasks within predetermined time frames for the research process 5. Familiarity with the methods of the specific field of Computer science research in particular. 6. The ability to plan and use appropriate methods to undertake research. 7. Able to know Basic principles of Experimental Designs 8. Critically evaluate and select the most appropriate methods to present scientific observations and results. 9. Critically examine and evaluate examples of scientific misconduct. 10. Understand the Significance of Report Writing 11. Understand Different Steps in writing Report

<p>DATA WAREHOUSING AND DATA MINING.</p>	<ol style="list-style-type: none"> 1. Data Mining Tasks 2. Data Preprocessing 3. Data Mining Techniques 4. Classification techniques Decision 5. Tree classification 6. Bayesian Classification – Classification by Back Propagation. 7. Prediction 8. Clustering Techniques 	<ol style="list-style-type: none"> 1. To introduce Scholars to the basic concepts and techniques of Data Mining methodology of engineering 2. Legacy databases for data warehouse and data mining to derive business rules for decision support systems. 3. Discover and measure interesting patterns from different kinds of Data. 4. Pre processing the Data, Data Cleaning, Data Integration, Data Transformation, Data Reduction and Data Discretization. 5. To develop skills of using recent data mining software for solving practical problems 6. Some Data Mining Techniques. 7. Develop and apply critical thinking, problem-solving, and decision-making skills. 8. Apply the techniques of clustering, Techniques, Hierarchical Methods, Density based Methods 9. Outlier Analysis, Spatial Mining, Multimedia Mining 10. Text Mining and Web Mining.
<p>CLOUD COMPUTING</p>	<ol style="list-style-type: none"> 1. Analyze the Cloud computing setup with its vulnerabilities and applications using different architectures. 2. Design different workflows according to requirements and apply map reduce programming model. 3. Apply and design suitable Virtualization concept, Cloud Resource Management and design scheduling algorithms. 4. Create combinatorial auctions for cloud resources and design scheduling algorithms for 	<ol style="list-style-type: none"> 1. Evaluate the broad perspective of cloud architecture and model 2. Explore some important cloud computing driven commercial systems 3. Understand Google Apps, Microsoft Azure and Amazon Web 4. Services and other businesses cloud 5. Applications 6. Apply different cloud programming model as per need. 7. Assess cloud services and storage systems

	<p>computing clouds.</p> <p>5. Assess cloud Storage systems and Cloud security, the risks involved, its impact and develop cloud application.</p> <p>6. Broadly educate to know the impact of engineering on legal and societal issues involved in addressing the security issues of cloud computing.</p>	<p>8. Cloud security, the risks involved, its impact and develop cloud application</p> <p>9. Educate to know the impact of Cloud Computing online.</p>
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