

Bachelors of Commerce

Program Outcome (PO)

- **PO-1:** After completing three years of Bachelor of Commerce (B.Com.) Program, the learners should possess a comprehensive knowledge of Commerce & Finance
- **PO-2:** The Curriculum provides a specialized exposure to a professional, interpersonal and managerial skills
- **PO-3:** An all-inclusive outlook with value and job-based courses, upgrades students to face the contemporary challenges that converges towards promoting a strong foundation of a progressive society.

COURSE: Accountancy and Financial Management – I (TCSCUCAFM 101)

1. To create awareness amongst students regarding basic Accounting Standards (AS) and Indian Accounting Standards (Ind – AS)
2. To bring clarity in the minds of the students regarding the Accounting process and laying the basic foundation of Accounting and develop an Accounting sense
3. To give an insight into the Accounting of Sole proprietary manufacturing concern through ‘Manufacturing Final Accounts’.
4. To make the students aware about the concept of ‘Hire Purchase Accounting’

Commerce-I: Business Environment and Entrepreneurship (TCSCUCCOM 102)

1. To make the students aware about the Business Environment and appreciate its importance.
2. To create Entrepreneurial awareness among students.
3. To motivate students to make their mind set for taking up Entrepreneurship as career.

COURSE: Economics I: Fundamentals of Microeconomics (TCSCUCECO 103)

1. To identify and explain economic concepts and theories related to economy and economic functioning
2. To integrate theoretical knowledge with quantitative and qualitative evidence in order explain past economic events and predict the future
3. To evaluate the consequences of economic activities institutions

COURSE: Business Communication – I (TCSCUCBC 104)

1. To enhance holistic growth of students and increase their employability skills.
2. To understand the concept, process & importance of Communication in personal, social as well as professional life.
3. To augment the skills of Reading, Writing, Speaking & Listening.
4. To enhance Spoken English skills like correct pronunciation, voice modulation, vocabulary etc.
5. To develop communicative competence and business etiquette in learners for better employment opportunities.
6. To encourage the learners to acquire self-employment skills.
7. To apprise learners with application of Communication Skills in the corporate sector. To aid them in learning the proper usage of modern technology for effective communication

COURSE: Environmental Studies-I (TCSCUCEVS 105)

1. To create sensitization amongst learners for being socially responsible, alert citizens for the conservation of environment.

2. To provide every person with opportunities to acquire the knowledge, values, commitment skills needed to protect & improve environment.
3. To provide social groups & individuals with an opportunity to be actively involved at all levels in environmental decision making

COURSE: Foundation Course-I (TCSCUCFC 106)

1. The objective of this subject is to make the students aware about the social problems and their persona.

COURSE: Mathematical & Statistical Techniques-I (TCSCUCMST 107)

1. The objective is to provide basic knowledge of mathematics and statistics and their application to commerce students so that they can use the in the field of commerce and industry to solve the real life problems.

COURSE: Accountancy and Financial Management – II (TCSCUCAFM 201)

1. To make students understand the concept of converting Single Entry records to double entry records and to detect the missing figures by preparing relevant accounts.
2. To make students aware about the relation between a branch and its head office and their relevant transactions
3. To familiarize the students with the concepts of Fire insurance, Valuation of Loss, Average clause and ascertaining the claim amount
4. To make students understand the importance of Goodwill, Valuation of Goodwill and Business Valuation
5. To familiarize the students with various Accounting software and tools and ERPs

COURSE: Commerce II: Service Sector (TCSCUCCOM 202)

1. To familiarize the students with basic concepts of services.
2. To make students aware of current trends in service sector.
3. To understand the dynamics of e-commerce.
4. To appreciate the internet technology and its utility in commercial activities

COURSE: Economics II: Advanced Microeconomics (TCSCUCECO 203)

1. To evaluate the functioning of markets and the market strategy
2. To understand the functioning of pricing strategies in different
3. To identify the basic features of alternative representations of human behaviour in economics

COURSE: Business Communication – II (TCSCUCBC 204)

1. To enhance holistic growth of students and increase their employability skills.
2. To understand the concept, process & importance of Communication in personal, social as well as professional life.
3. To augment the skills of Reading, Writing, Speaking & Listening.
4. To enhance Spoken English skills like correct pronunciation, voice modulation, vocabulary etc.
5. To develop communicative competence and business etiquette in learners for better employment opportunities.
6. To encourage the learners to acquire self-employment skills.
7. To apprise learners with application of Communication Skills in the corporate sector.

8. To aid them in learning the proper usage of modern technology for effective communication

COURSE: Environmental Studies-II (TCSCUCEVS 205)

1. To create sensitization amongst learners for being socially responsible, alert citizens for the conservation of environment.
2. To provide every person with opportunities to acquire the knowledge, values, commitment skills needed to protect & improve environment.
3. To provide social groups & individuals with an opportunity to be actively involved at all levels in environmental decision making

COURSE: Foundation Course-II (TCSCUCFC 206)

1. The objective of this subject is to make the students draft aware about the social problems and their persona

COURSE: Mathematical & Statistical Techniques-II (TCSCUCMST 207)

1. The objective is to provide basic knowledge of statistics and their application to business situations.

PROGRAM: FYBMS

Program Outcome (PO)

1. Develop managerial skills like team building ,leadership ,motivation & decision making to achieve organizational goals.
2. Develop the ability to critically analyze the management concepts & theories
3. Demonstrate effective oral & written communication skills
4. Acquire the expertise in the domain areas to apply the management tools & techniques & offer creative solutions to the real life corporate problems & Issues
5. Recognize Business ethics & values and follow effective corporate governance for decision making related to Business issues & problems
6. Demonstrate the ability to develop entrepreneurial skills & take initiatives towards societal development as job creators.

COURSE: 1. Introduction to Financial Accounts

Objectives:

1. To create awareness amongst student about the basics of Accounting standards& International accounting standards
2. To give insights about depreciation accounting and Capital & Revenue, Income/Expenses
3. To make students understand the Trial balance & Final Accounts of a sole Proprietor
4. To create awareness about accounting in computerized environment

COURSE: 2. Business Law

Objectives:

1. To understand the Indian Contract act and Sales of goods act
2. To study the Negotiable Instruments act & Consumer protection act
3. To familarize the students with various aspects of Company Law
4. To understand various types of Intellectual Property Rights

COURSE: 3. Quantitative Techniques –I

Objectives:

1. To familiarize the students with the basic concepts of Statistics
2. To study the concepts of Dispersion, Co-Relation and Linear Regression
3. To create awareness about Probability & decision theory
4. To understand the Importance of Interest and Annuity in and Index number.

COURSE: 4. Business Communication-I**Objectives:**

1. To study different methods & modes of communication
2. To understand the barriers to Communication
3. To study the Theory of Business letter writing
4. To familiarize the learners with Paragraph writing

COURSE: 5. Foundation Course-I**Objectives:**

1. To make the students aware about the social problems and their persona.

COURSE: 6. Principles of Management**Objectives:**

1. To help the students gain understanding of the functions and responsibilities of managers.
2. To provide them tools and techniques to be used in the performance of the managerial job.
3. To enable them to analyze and understand the environment of the organization.
4. To help the students to develop cognizance of the importance of management principles

COURSE: 7. Business Economics –I**Objectives:**

1. To identify and explain economic concepts and theories related to economy and economic functioning
2. To integrate theoretical knowledge with quantitative and qualitative evidence in order explain past economic events and predict the future
3. To evaluate the consequences of economic activities institutions
4. To evaluate the functioning of markets and the market and pricing strategies

SEMESTER- II**COURSE: 1. Introduction to Cost Accounting****Objectives:**

1. Explain the concept and role of cost accounting in the business management of manufacturing and non- manufacturing companies.
2. Define the costs and their impact on value creation in the manufacturing and non-manufacturing companies.
3. Use accounting methods of cost calculation

COURSE: 2. Industrial Law**Objectives:**

1. To understand the laws related to Industrial relations & Industrial disputes
2. To study the laws related to Health , safety & Welfare
3. To study the social legislation
4. To understand the laws related to Compensation management

COURSE: 3. Quantitative Techniques - II

Objectives:

1. To understand concept of Matrices and determinants.
2. To study the Probability & Decision Theory
3. To understand the correlation & Linear regression analysis
4. To study the concept of Derivatives and application.

COURSE: 4. Business Communication -II

Objectives:

1. To understand how to make power point presentation
2. To study the types of Interviews, Group Communication & letter writing
3. To study the various types of Business reports
4. To create awareness about trade letters

COURSE: 5. Foundation Course – II

Objectives:

1. To study the Indian constitution
2. To understand the political process in India
3. To familiarize learners about Indian legislature
4. To create awareness among the learners about Human Rights in India

COURSE: 6. Foundation of Human Skills

Objectives:

1. To study the different types of Personality models , thinking levels, attitude & perception
2. To understand the group behaviour & team development
3. To familiarize students with motivational theories
4. To understand various ways of enhancing creativity in an organization & managing organizational stress

PROGRAM: FYBBI

PROGRAM OUTCOMES:

Banking and Insurance course is designed systematically to understand Banking and Insurance sectors these two sectors mobilize fund in economy.

Students through this course will study the structure, function, products and their role as commerce infrastructure.

It also imparts them information about rules and regulation governing the sectors and also make them aware about the new changes and innovations of the sector.

SEMESTER-I

COURSE: 1. Quantitative Methods -I

Objectives:

1. Understand why statistics are important for making business decision
2. This course will enable the student to know scientific approach for determination of the most efficient use of limited resources
3. This will equip students with variety of technical and analytical skill that can be use
4. It will help in financial and managerial decision making process including project planning

COURSE: 2.Principles of Management

Objectives:

1. To make the learners aware with basics of management
2. To introduce the learners with the administrative skills and its operations
3. To make learners aware about various organizational structures with respect to banking and insurance organizations.
4. To make learners aware about different leadership traits and styles

COURSE: 3. Financial Accounting-I

Objectives:

1. To get acquainted with accounting system and policies.
2. To make the learners aware about the basic fundamentals of Incomes and Expenses and their natures – Capital, Revenue and Deferred Revenue
3. To understand the Concept and Accounting treatment of Hire Purchase system and computation of loss due to fire and calculation of its claim
4. To make the learners understand the preparation of Final Accounts of a Sole Proprietor.

COURSE: 4. Business Communication - I

Objectives:

1. To enhance holistic growth of students and increase their employ-ability skills.
2. To understand the concept, process & importance of Communication in personal, social as well as professional life.
3. To augment the skills of Reading, Writing, Speaking & Listening.
4. To enhance Spoken English skills like correct pronunciation, voice modulation, vocabulary etc.
5. To develop communicative competence and business etiquette in learners for better employment opportunities and acquire self-employment skills.
6. To apprise learners with application of Communication Skills in the corporate sector.
7. To aid them in learning the proper usage of modern technology for effective communication.

COURSE: 5. Foundation Course- I

Objectives:

1. To create sensitization amongst learners for being socially responsible, alert citizens for the conservation of environment.
2. To provide every person with opportunities to acquire the knowledge, values, commitment skills needed to protect & improve environment.
3. To provide social groups & individuals with an opportunity to be actively involved at all levels in environmental decision making.

COURSE: 6. Principles and Practices of Banking & Insurance

Objectives:

1. To introduce the learners with the origin of banking, scope and its functioning
2. To make the learners aware about the prevailing Banking scenario in India.
3. To introduce learners with the origin of Insurance, scope and its types.
4. To make the learners aware about the contribution of Insurance sector in Economic development of India.

COURSE: 7. Business Economics I

Objectives:

1. To focus on teaching and learning microeconomic analysis theory to integrate micro-level working with macro-economic level
2. To inculcate numerical and technical understanding of the concepts of Economics.
3. To make students rational producer and consumer in the market.
4. To focus on studying the market mechanisms and its applications
5. To familiarize students with importance of market competition and its degree of influence on price and non-price competition

SEMESTER- II

COURSE: 1. Quantitative Methods -II

Objectives:

1. Understand why statistics are important for making business decision
2. This course will enable the student to know scientific approach for determination of the most efficient use of limited resources
3. This will equip students with variety of technical and analytical skill that can be use
4. It will help in financial and managerial decision making process including project planning.

COURSE: 2.Principles of Management

Objectives:

1. To make the learners aware with basics of management
2. To introduce the learners with the administrative skills and its operations
3. To make learners aware about various organizational structures with respect to banking and insurance organizations.
4. To make learners aware about different leadership traits and styles

COURSE: 3. Financial Accounting-I

Objectives:

1. To get acquainted with accounting system and policies.
2. To make the learners aware about the basic fundamentals of Incomes and Expenses and their natures – Capital, Revenue and Deferred Revenue

3. To understand the Concept and Accounting treatment of Hire Purchase system and computation of loss due to fire and calculation of its claim
4. To make the learners understand the preparation of Final Accounts of a Sole Proprietor.

COURSE: 4. Business Communication - I

Objectives:

1. To enhance holistic growth of students and increase their employ-ability skills.
2. To understand the concept, process & importance of Communication in personal, social as well as professional life.
3. To augment the skills of Reading, Writing, Speaking & Listening.
4. To enhance Spoken English skills like correct pronunciation, voice modulation, vocabulary etc.
5. To develop communicative competence and business etiquette in learners for better employment opportunities and acquire self-employment skills.
6. To apprise learners with application of Communication Skills in the corporate sector.
7. To aid them in learning the proper usage of modern technology for effective communication.

COURSE: 5. Foundation Course- I

Objectives:

1. To create sensitization amongst learners for being socially responsible, alert citizens for the conservation of environment.
2. To provide every person with opportunities to acquire the knowledge, values, commitment skills needed to protect & improve environment.
3. To provide social groups & individuals with an opportunity to be actively involved at all levels in environmental decision making.

COURSE: 6. Principles and Practices of Banking & Insurance

Objectives:

1. To introduce the learners with the origin of banking, scope and its functioning
2. To make the learners aware about the prevailing Banking scenario in India.
3. To introduce learners with the origin of Insurance, scope and its types.
4. To make the learners aware about the contribution of Insurance sector in Economic development of India.

COURSE: 7. Business Economics I

Objectives:

1. To focus on teaching and learning microeconomic analysis theory to integrate micro-level working with macro-economic level
2. To inculcate numerical and technical understanding of the concepts of Economics.
3. To make students rational producer and consumer in the market.
4. To focus on studying the market mechanisms and its applications
5. To familiarize students with importance of market competition and its degree of influence on price and non-price competition

SEMESTER- II

COURSE: 1. Quantitative Methods -II

Objectives:

1. Understand why statistics are important for making business decision
2. This course will enable the student to know scientific approach for determination of the most efficient use of limited resources
3. This will equip students with variety of technical and analytical skill that can be use
4. It will help in financial and managerial decision making process including project planning.

COURSE: 2. Environment and Management of Financial Services

Objectives:

1. To make the learners familiar to the financial systems and its various features.
2. To make learners understand the system of banking and insurance sector, their origin, purpose and objectives and overall role in development of the nation
3. To make the learners aware about administration of risks
4. To make learners aware about the regulatory bodies and its roles in the development and promotion.

COURSE: 3. Financial Accounting - II

Objectives:

1. To understand the process of issuing shares and debentures and its accounting treatment
2. To understand the process of buyback of equity shares and its accounting treatment
3. To understand the process of redemption of preference shares and its accounting treatment
4. To understand the process of redemption of debentures and its accounting treatment

COURSE: 4. Business Communication - II

Objectives:

1. To enhance holistic growth of Learners and increase their employ-ability skills.
2. To understand the concept, process & importance of Communication in personal, social as well as professional life.
3. To augment the skills of Reading, Writing, Speaking & Listening.
4. To enhance Spoken English skills like correct pronunciation, voice modulation, vocabulary etc.
5. To develop communicative competence and business etiquette in learners for better employment opportunities and acquire self-employment skills.
6. To apprise learners with application of Communication Skills in the corporate sector.
7. To aid them in learning the proper usage of modern technology for effective communication

COURSE: 5. Foundation Course- II

Objectives:

The objective of this subject is to make the Learners draftaware about the social problems and their persona.

COURSE: 6. Organizational Behaviour

Objectives:

1. To make the learners understand behaviors of people in an organization.
2. To make the learners understand the impact of individual behavior on the group
3. To make the learners aware about the impact of change in environment on Organizational culture
4. To imbibe sensitivity regarding Individual development on the organizational development

COURSE: 7. Business Economics- II

Objectives:

1. To outline the subject matter of macro-economic theory
2. To explain the functioning of the economy in general and various variables associated with it
3. To identify and contrast Economic Growth and Development
4. To illustrate the functioning of the government policies and their role in Indian economy
5. To explain the functioning of trade and trading patterns in the world as well as international organisations
6. To analyse the functioning of foreign exchange markets

PROGRAM: FYBFM

PROGRAM OUTCOMES:

Bachelor of Financial Markets (BFM) is a three-year undergraduate programme in management. The course offers theoretical and practical knowledge of planning, organizing, monitoring, directing and controlling the Capital resources of an organization/company in an efficient way. It also takes into focus a deep analysis and study of financial markets, basics of trading and its regulations, market forces, demand and supply which are an essential part of finance in any organization.

As financial assets, debt and equity shares are of utmost importance in any organization. Students who pursue the course are provided training with the help of presentation, interactions with industry personnel, industrial projects, practical sessions etc. They are equipped to understand the risks, money, economics as well as legal parameters of a financial market in depth.

SEMESTER-I

COURSE: 1. Financial Accounting – I

Objectives:

1. The objective of this course is to introduce the students to the process of Financial Accounting and to develop awareness of emerging trends in recording Financial Accounting.
2. To enable the students to combine practice and theoretical knowledge of Finance.

COURSE: 2. Introduction to Financial System

Objectives:

1. Objective of this course is to give an idea about the financial system which is the back bone of any economy.
2. To help the students to understand the complexities of the markets and help them to take better financial decisions.

COURSE: 3. Business Mathematics

Objectives:

The objective is to provide basic knowledge of mathematics and its application to commerce students so that they can use in the field of commerce and industry to solve real life problems.

COURSE: 4. Business Communication – I

Objectives:

1. To enhance holistic growth of students and increase their employability skills.
2. To understand the concept, processes and importance of Communication in personal, social as well as professional life.
3. To augment the skills of Reading, Writing, Speaking & Listening.
4. To enhance Spoken English skills like correct punctuation, voice mutation, vocabulary etc.
5. To develop communicative competence and Business etiquette in learners for better employment opportunities
6. To encourage the learners with application of Communication Skills in the Corporate Sector. To aid in learning the proper usage of modern technology for effective communication.

COURSE: 5. Foundation Course – I

Objectives:

The Objective of this subject is to make the students aware about the social problems and their persona.

COURSE: 6. Business Environment

Objectives:

1. To teach the learners dynamics of business and its relationship with the environment.
2. To provide the knowledge of the environment in which business operates so that it can be applied in practical situations

COURSE: 7. Business Economics - Paper I

Objectives:

1. To identify and explain economic concepts and theories related to economy and economic functioning.
2. To integrate theoretical knowledge with quantitative and qualitative evidences in order explain past economic events and predict the future.
3. To evaluate the consequences of economic activities instructions.
4. To evaluate the functioning of markets and the market and pricing strategies.

SEMESTER- II

COURSE: 1. Financial Accounting –II

Objectives:

1. The objective of this course is to introduce to the students about the Corporate Accounting.
2. To enable the students to combine practice and theoretical knowledge of Corporate Finance.

COURSE: 2. Principles of Management

Objectives:

1. To help the students to understand basic managerial functions and responsibilities.
2. To help the students to develop managerial and leadership skills and understand the basic principles of management that can be applied to solve the problems when they enter corporate world.

COURSE: 3. Business Statistics

Objectives:

The objective is to provide basic knowledge of Statistics and its application to commerce students so that they can use in the field of commerce and industry to solve real life problems.

COURSE: 4. Business Communication – II

Objectives:

1. To enhance holistic growth of students and increase their employability skills.
2. To understand the concept, processes and importance of Communication in personal, social as well as professional life.
3. To augment the skills of Reading, Writing, Speaking & Listening.
4. To enhance Spoken English skills like correct punctuation, voice mutation, vocabulary etc. To develop communicative competence and Business etiquette in learners for better employment opportunities
5. To encourage the learners with application of Communication Skills in the Corporate Sector. To aid in learning the proper usage of modern technology for effective communication.

COURSE: 5. Foundation Course – II

Objectives:

The objective of this subject is to make the students aware about the social problems and their persona.

COURSE: 6. Environmental Science

Objectives:

1. To create sensitization amongst learners for being socially responsible, alert citizens for the conservation of environment.
2. To provide every person with opportunities to acquire the knowledge, values, commitment skills needed to protect & improve environment.
3. To provide social groups and individuals with an opportunity to be involved at all levels in environmental decision making.

COURSE: 7. Computer Skills -1

Objectives:

To apply skills and concepts for basic use of computer hardware, software, networks and Internet in the workplace.

PROGRAM: FYBIM

PROGRAM OUTCOMES:

PO-1: The learners will acquire distinct traits and ethics with high professionalism to gains broader insights into the domain concerned, the nation and themselves.

PO-2: The program exposes the learners to additional avenues of self-employment and benefit banks, investment companies and industries by providing suitable and trained persons in the field of investment management

SEMESTER-I

COURSE: 1. Basic of Investment & Wealth Creation

Objectives:

1. To study the process of wealth management
2. To know the role of insurance in wealth management
3. To get the basic understanding of retirement plans and estate planning.

COURSE: 2. Introduction to Accounting-I

Objectives:

1. To get acquainted with accounting system, Accounting policies and cash flow system .
2. To explain the classification on income and expenses and the relevant accounting standards.
3. To give an insight into the Accounting of Sole proprietary manufacturing concern through 'Manufacturing Final Accounts'.
4. To make the learners aware about the concept of 'Hire Purchase Accounting'.

COURSE: 3.Introduction to Financial System

Objectives:

1. Introduction of various financial markets to the learners.
2. To make students Understand the functioning and operations of Financial Market
3. Advantages and disadvantages of financial investments and manage its risk through derivatives

COURSE: 4. Business Communication - I

Objectives:

1. To explain various aspects of Effective Communication by emphasizing on the concepts and theories of communication.
2. To elucidate the learners about the Methods of Communication and its barriers
3. To guide the learners with respect to Business and Personal Correspondence.

4. To make the learners competent for better Employment opportunities and acquire Self-Employment skills

COURSE: 5. Foundation Course – I

Objectives:

1. To appraise the learners about the Multicultural Diversity of Indian Society.
2. To explain the disparities arising out of Gender and problems faced by the Specially abled.
3. To explain the intergroup conflicts arising out of Casteism, Communalism, Regionalism, and Linguistic disparities.
4. To familiarize the learners with the structure of Indian Constitution and explain the political processes with reference to local self-government.

COURSE: 6. Business Economics – I

Objectives:

1. To identify and explain economic concepts and theories related to economy and economic functioning.
2. To interpret theoretical knowledge with quantitative and qualitative evidence to explain past economic events and predict the future.
3. To outline the components of Production and Cost for Businesses
4. To summarize the functioning of Markets and assist the implication of Pricing Practices in an Economy

COURSE: 7. Quantitative Techniques

Objectives:

1. To explain why statistics are important for making business decision.
2. To enable the learners to know scientific approach for determination of the most efficient use of limited resources.
3. To equip the learners with variety of technical and analytical skill that can be used.
4. To guide the learners in financial and managerial decision making process including project planning.
5. To explain statistical data by using computational techniques.

SEMESTER- II

COURSE: 1. Introduction to Wealth Management

Objectives:

1. To make the learners to develop a strong foundation of investment concepts .
2. To teach the students to examine the financial issues arising from personal wealth management activities.
3. To make the learners aware about the retirement planning , estate planning and risk management.

COURSE: 2. Introduction to Accounting-II

Objectives:

1. To make the students to understand the knowledge of Investment Accounting.

2. To make learners understand the importance of Foreign Currency Transactions .
3. To teach the students about the Issue of shares and debentures and buy back principle of equity shares.

COURSE: 3. Introduction to Financial Markets

Objectives:

1. To make learners follow the general concepts of financial market.
2. To understand the various economic indicators and their influence on the market.

COURSE: 4. Business Communication - II

Objectives:

1. To facilitate the learner's corporate skills to initiate a better proficiency within the workspace.
2. To infer and inculcate professional writing skills for official correspondence.
3. To augment professional speaking and writing skills for the enhancement of smooth communication at the workplace.
4. To develop communication competency and business etiquette among the learners for better employment opportunities and acquire self-employment skills.

COURSE: 5. Foundation Course – II

Objectives:

1. To assess the impact of LPG Model on Indian Society.
2. To familiarise the learners about Human Rights.
3. To provide a brief overview about Environmental Concerns and to motivate them to participate in environmental protection and conservation process.
4. To make the learners aware about the ill effects of Stress and Conflicts and steps to deal with its Management.

COURSE: 6. Introduction to Financial Intermediaries

Objectives:

1. To understand the financial transactions generally between banks and funds.
2. To understand leasing or factoring services.
3. To understand the concept of Public Deposits.

COURSE: 7. Business Economics – II

Objectives:

1. To outline the subject matter of macro-economic theory and functioning of economy in general.
2. To identify the approaches to income, employment, money in an economic system.
3. To investigate the functioning of government policy mechanism.
4. To generalize the scope of international economics with respect to trade and related economic operations.
5. To assess the economic relationships between countries and institutions

PROGRAM: BA in Multimedia and Mass Communication (BAMMC)

PROGRAM OUTCOMES:

1. The program considers media industries and their relationship to culture and society, and the understanding of how communication works. The program emphasizes the development of critical thinking, professional writing skills and effective oral communication.
2. The Communication and Media Studies major prepares students for a wide variety of careers in business and industry, advertising, public relations and journalism, or advanced study
3. This program will equip the learners with professional skills essential for making career in Entertainment industry, Cinema, Television, OTT Platforms, social media platforms etc.
4. Students would demonstrate the ability to apply rhetorical principles in a variety of creative, cinematic, organizational, professional and journalistic venues.
5. Knowledge, skills, and values that prepare them for future careers in our interconnected society, whether in mass media or advanced study

PROGRAM: EFFECTIVE COMMUNICATION –I

Objectives :

1. To make the students aware of functional and operational use of language in media.
2. To equip or enhance students with structural and analytical reading, writing and thinking skills.
3. To introduce key concepts of communications.

COURSE: Foundation Course -I

Objectives:

1. To introduce students to the overview of the Indian Society.
2. To help them understand the constitution of India.
3. To acquaint them with the socio-political problems of India.

COURSE: VISUAL COMMUNICATION

Objectives:

1. To provide students with tools that would help them visualize and communicate.
 2. Understanding Visual communication as part of Mass Communication
 3. To acquire basic knowledge to be able to carry out a project in the field of visual communication
 4. To acquire basic knowledge in theories and languages of Visual Communication
- The ability to understand and analyze visual communication from a critical perspective

COURSE: FUNDAMENTALS OF MASS COMMUNICATION

Objectives:

- To introduce students to the history, evolution and the development of Mass Communication in the world with special reference to India.
- To study the evolution of Mass Media as an important social institution.
- To understand the development of Mass Communication models.
- To develop a critical understanding of Mass Media.

- . To understand the concept of New Media and Media Convergence and its implications.

COURSE: CURRENT AFFAIRS

Objectives:

1. To provide learners with overview on current developments in various fields.
2. To generate interest among the learners about burning issues covered in the media
3. To equip them with basic understanding of politics, economics, environment and technology so that students can grasp the relevance of related news.

Twenty minutes of newspaper reading and discussion is mandatory in every lecture

COURSE: HISTORY OF MEDIA

Objectives:

1. Learner will be able to understand Media history through key events in the cultural history
2. To enable the learner to understand the major developments in media history.
3. To understand the history and role of professionals in shaping communications.
4. To understand the values that shaped and continues to influence Indian mass media.
5. Learner will develop the ability to think and analyze about media.

To sharpen the reading, writing, speaking and listening skills that will help the students to understand the development of Media

COURSE: EFFECTIVE COMMUNICATION -II

Objectives:

COURSE: FOUNDATION COURSE

Objectives:

1. To introduce students to the overview of the Indian Society.
2. To help them understand the constitution of India.

To acquaint them with the socio-political problems of India.

COURSE: CONTENT WRITING

Objectives:

1. To provide students with tools that would help them communicate effectively.

2. Understanding crisp writing as part of Mass Communication
3. The ability to draw the essence of situations and develop clarity of thought.

COURSE: INTRODUCTION TO ADVERTISING

Objectives:

1. To provide the students with basic understanding of advertising, growth, importance and types.
2. To understand an effective advertisement campaigns, tools, models etc.
3. To comprehend the role of advertising , various departments, careers and creativity
4. To provide students with various advertising trends, and future.

COURSE: INTRODUCTION TO JOURNALISM

Objectives:

To help media students to acquaint themselves with an influential medium of journalism that holds the key to opinion formation & to create awareness.

COURSE: MEDIA GENDER & CULTURE

Objectives:

- To discuss the significance of culture and the media industry.
 - To understand the association between the media, gender and culture in the society.
- To stress on the changing perspectives of media, gender and culture in the globalised era

PROGRAM: Bachelor of Arts (Film, Television & New Media Production)

PROGRAM OUTCOMES:

1. The students will be able to understand various works associated with Film, Television & New Media.
2. The students will be able to join in the managerial aspects of the Film business with due emphasis on latest production techniques, along with marketing and branding management of various media products and associated services.
3. The students will be able to explore the content production segment of media industry & they will also be able to come up with the new creative aspects of writing in the film Industry.

COURSE:Effective Communication Skills

Objectives:

1. To understand the basics Fundamentals of Communication.

- 2.To learn the basics of evolution of Communication in terms of Oral or Written Communication.
- 3.To Understand personalities - auditory / visuals / kinesthetic.
- 4.To learn the basic relationship between Personality Development & Verbal Communication.

COURSE:Introduction to History of Art

Objectives:

- To understand the basics and genres of Music, dance and theatre.
- To learn the basics of various acting schools and the art of drama.
- To learn the evolution of visual techniques from painting to cinema.
- To learn the basic relationship between music and dance in relation to Film making.

COURSE:Initiation to Literature & Creative Writing

Objectives:

- To introduce basic tenets of Indian literature including regional literature
- To introduce and appreciate various forms of literature (Novel, Poetry, Drama, Essay)
- To help build skills for creative writing
- To help understand the structure of Story, poetry and drama

COURSE: Basics of Photography

Objectives:

- To learn the basics of art of Photography.
- To understand the basic intricacies involved in taking a photograph.
- To understand what makes a good picture.
- To develop basic photographic sense and knowledge.

COURSE: Film Appreciation – Genres

Objectives:

- Ø To get the basic understanding about World Cinema.
- Ø Various aspect and teaching of different directors across the globe.
- Ø To get the Idea of what makes a good picture.
- Ø To understand about the legends of Indian cinema, Hindi film industry, the Hindi film industry

COURSE: Graphic Designing (Photoshop, Illustrator, etc.)

Objectives:

The learners are exposed to the industry of graphic design.
Learners use software like Adobe Photoshop and Adobe Illustrator.
The domain of skills and tools is largely devoted to learning graphic reproduction methods using both modern, that is electronic, as well as old school techniques.
These inputs enable learners to solve simple problems of visual communication related to corporate identity or social communication.

COURSE: Basics of Post Production

Objectives:

- Ø To understand an editor's job is to decide, 24/25/30 times a second, where the audience needs to be.
- Ø To understand stay in a shot or transition to another, and if so, what shot and how do we get there?
- Ø Working side-by-side with the director to craft the movie that ultimately hits the screen – or your phone
- Ø editing is really about manipulating the audience, in the best possible way, all in the service of storytelling.

COURSE: History of Non Fiction Film

Objectives:

- Be familiar with key periods in the history of non-fiction film and video from 1895 to the present.
- Be able to recognize and write about various forms and conventions of documentary storytelling, including the basic grammar of documentary moving images.
- Explore central questions surrounding the representation of reality and truth, including voice, authority, evidence and point of view.

COURSE: Writing for Visual Media

Objectives:

- Ø To understand the basic structure of screenplay
- Ø To introduce to the basic skills for screen writing
- Ø To understand the intricacies of screen writing
- Ø To learn the build characters and write meaning full dialogues

COURSE: Importance of Sound and Sound SFX

Objectives:

- Ø To learn about the basic of sound
- Ø To understand the nature of sound and recording devices
- To learn the basics of sync sound, mixing console, analog v/s digital workflow

COURSE: Basics of Cinematography-1

Objectives:

- Ø To understand the importance of cinematography in film making
- Ø To enhance the basic knowledge about lighting and its use
- Ø To understand various equipments required for various form of lighting |
- Ø To understand the basics of various camera, lenses and digital cinematography

COURSE: Practical Film Making 1 (Only non-fiction film)**Objectives:**

- Ø To understand the film making process for multiple locations in non fiction films
- Ø To understand the entire workflow

PROGRAM: Master of Commerce (Advanced Accountancy)**PROGRAM OUTCOMES:**

To equip the graduates with specialized skills associated with the field of commerce, trade and Industry

2. To provide a strong foundation for career advancements either in professional careers or academics and research
3. To recognize the attributes of the learners and prepare them for entrepreneurial and employability opportunities
4. To engage the learners in promoting adaptability and better decision-making and increasing contribution towards nation building.

COURSE: STRATEGIC MANAGEMENT**Objectives:**

To enable the learners to understand new forms of Strategic Management concepts and their use in business

To provide information pertaining to Business, Corporate and Global Reforms

To develop learning and analytical skills of the learners to enable them to solve cases and to provide strategic solutions

To acquaint the learners with recent developments and trends in the business corporate world

COURSE: Economics for Business Decisions**Objectives:**

- 1 Basic Principles in Business Economics
- 2 Demand and Supply Analysis
- 3 Production Decisions and Cost Analysis
- 4 Market Structure Analysis

COURSE: Cost and Management Accounting**Objectives:**

- 1 To enhance the abilities of learners to develop the concept of Cost and management accounting and its significance in the business
- 2 To enable the learners to understand, develop and apply the techniques of costing in the decision making in the business corporates
- 3 To enable the learners in understanding, developing, preparing and presenting the financial report in the business corporates

COURSE: Business Ethics and Corporate Social Responsibility

Objectives:

- 1 To familiarize the learners with the concept and relevance of Business Ethics in the modern era
- 2 To enable learners to understand the scope and complexity of Corporate Social responsibility in the global and Indian context

COURSE: Research Methodology for Business

Objectives:

- 1 To enhance the abilities of learners to undertake research in business & social sciences
- 2 To enable the learners to understand, develop and apply the fundamental skills in formulating research problems
- 3 To enable the learners in understanding and developing the most appropriate methodology for their research
- 4 To make the learners familiar with the basic statistical tools and techniques applicable for research

COURSE: Macro Economics Concepts and Applications

Objectives:

- 1 The heavily application-oriented nature of macroeconomics course is introduced in order to enable the learners to grasp fully the theoretical rationale behind policies at the country as well as corporate level
- 2 This course the learners to receive a firm grounding on the basic Macroeconomic concepts that strengthen analysis of crucial economic policies
- 3 Learners are expected to regularly read suggested current readings and related

COURSE: Corporate Finance

Objectives:

- 1 To enhance the abilities of learners to develop the objectives of Financial Management
- 2 To enable the learners to understand, develop and apply the techniques of investment in the financial decision making in the business corporates
- 3 To enhance the abilities of learners to analyse the financial statements

COURSE: E-Commerce

Objectives:

- 1 To provide an analytical framework to understand the emerging world of e-commerce
- 2 To make the learners familiar with current challenges and issues in e-commerce

3 To develop the understanding of the learners towards various business models

4 To enable to understand the Web-based Commerce and equip the learners to assess e-commerce requirements of a business

