



## Shri Gosar Hansraj Gosrani Commerce & Shri D. D. Nagda BBA College. Jamnagar

Program outcomes, program specific outcomes and course outcomes for all  
programs offered by the institution

### (1) Program Offered - Bachelor of Commerce (B.Com)

OBJECTIVES	<ul style="list-style-type: none"> <li>• <b>Academic excellence:</b> Our primary objective is to enable every student to cope up with the latest developments in contemporary, national and global level through effective transaction of the curricular and co-curricular aspects.</li> <li>• <b>Professional Excellence:</b> The College motivates molds and prepares the students for positions of leadership in business organizations at the local, national and international levels.</li> <li>• <b>Total commitment:</b> The College is focused on the all-round development of the students' personality through proper education and exposure to the vast treasure of knowledge; sports facilities and by providing platforms for their socialization.</li> <li>• <b>Holistic Development:</b> College provides exposure to learners in the latest trends in relevant branches of knowledge, competence and creativity to face global challenges.</li> <li>• <b>Socially responsible Citizen:</b> College inculcates a sense of civic responsibility, social commitment, and moral accountability among the students through social activities to with exposure to human rights, value system, culture, heritage, scientific temper and environment.</li> <li>• <b>Value-based Development:</b> To impart quality and need based education our objective is to sensitize the students to their changing roles in society through awareness raising activities.</li> </ul>
PROGRAMME OUTCOMES (PO)	<ul style="list-style-type: none"> <li>• PO – 1: After completing three years for Bachelors in Commerce (B.Com) program, students would gain a thorough grounding in the fundamentals of Commerce and Finance.</li> </ul>

	<ul style="list-style-type: none"> <li>• PO – 2: The commerce and finance focused curriculum offers a number of specializations and practical exposures which would equip the student to face the modern-day challenges in commerce and business.</li> <li>• PO -3: The all-inclusive outlook of the course offer a number of value based and job oriented courses ensures that students are trained into up-to-date. In advanced accounting courses beyond the introductory level, affective development will also progress to the valuing and organization levels.</li> </ul>
PROGRAM SPECIFIC OUTCOME (PSO)	<ul style="list-style-type: none"> <li>• PSO – 1: Students will be able to demonstrate progressive learning of various tax issues and tax forms related to individuals. Students will be able to demonstrate knowledge in setting up a computerized set of accounting books</li> <li>• PSO – 2: Students will demonstrate progressive affective domain development of values, the role of accounting in society and business.</li> <li>• PSO – 3: Students will learn relevant financial accounting career skills, applying both quantitative and qualitative knowledge to their future careers in business.</li> <li>• PSO – 4: Students will learn relevant managerial accounting career skills, applying both quantitative and qualitative knowledge to their future careers in business.</li> <li>• PSO – 5: Learners will gain thorough systematic and subject skills within various disciplines of commerce, business, accounting, economics, finance, auditing and marketing.</li> <li>• PSO – 6: Learners will be able to recognise features and roles of businessmen, entrepreneur, managers, consultant, which will help learners to possess knowledge and other soft skills and to react aptly when confronted with critical decision making.</li> <li>• PSO–7: Learners will be able to prove proficiency with the ability to engage in competitive exams like CA, CS, ICWA and other courses.</li> <li>• PSO – 8: Learners will acquire the skills like effective communication, decision making, problem solving in day to day business affaires</li> <li>• PSO – 9: Learners will involve in various co-curricular activities to demonstrate relevancy of foundational and theoretical knowledge of their academic major and to gain practical exposure.</li> </ul>

	<ul style="list-style-type: none"><li>• PSO – 10: Learners can also acquire practical skills to work as tax consultant, audit assistant and other financial supporting services.</li><li>• PSO -11: Learners will be able to do higher education and advance research in the field of commerce and finance.</li><li>• PSO -12: Develop the ability to use accounting information to solve a variety of business problems.</li><li>• PSO – 13: Develop the ability to use a basic accounting system to create (record, classify, and summarize) the data needed to solve a variety of business problems.</li><li>• PSO – 14: Develop the ability to use the fundamental accounting equation to analyse the effect of business transactions on an organization's accounting records and financial statements.</li></ul>
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### Programme – Bachelor of Commerce – Semester - 1

Sr. No.	Name of the Course	Course Category	Objective of the Course	Course outcome
1	English Language - 1	Core	The course intends to initiate the students in English language & Business english	Students who successfully complete the course should get insight into --
				1) Learning of life skills, cultures and human behavior
				2) Basic skills of reading, listening and writing
				3) Narrative writing
				4) Paragraph writing
2	Principles of Micro Economics - 1	Core	To familiar the students with various micro economics concepts and their application in the decision – making	5) Tense structure
				Students who successfully complete the course should --
				1) Understand the basic concept and difference between Economic theories and Business Economics. And acquaint themselves with principles of Managerial Economics.
				2) Learn the concept of Elasticity of Demand and its types.
				3) Understand the concept of Production and laws related to production.
3	Financial Accounting - 1	Core	The objective of this paper is to help students to acquire conceptual knowledge of the financial accounting and to impart skills for recording various kinds of business transactions	4) Analyse the Production cost.
				Students who successfully complete the course should ---
				1) Learn Accounting procedure for amalgamation
				2) Understand Accounting treatments in the books of the Consignor and Consignee
				3) Learn Accounting procedure for Joint Venture transactions
4	Business Organisation & Management - 1	Core	The course aims to provide basic knowledge to the students about the organization and management of a business enterprise.	4) Understand Accounting Treatment of premium paid by the firm in different situations
				Students who successfully complete the course should --
				1) Acquire the knowledge of Management Process.
				2) Understand and apply the management function: Planning organizing, staffing, directing and controlling
				3) Meet the challenges of modern Management

5	Company Law - 1	Core	The objective of the course is to impart basic knowledge of the provisions of the Companies Act 1956 & new provisions of Companies Act 2013	Students who successfully complete the course should --
				1) Have clear understanding about the formation of company.
				2) Learn to disclose the forms, contents and alteration of memorandum and articles of association.
				3) Understand the functioning of governing bodies of company law administration.
6	Personal Selling and Salesmanship - 1	DSE-1	The purpose of this course is to familiarize the students with the fundamentals of personal selling and the selling process. They will be able to understand selling as a career and what it takes to be a successful salesman.	4) Understand the Provisions of determination of the divisible profit and dividend
				Students who successfully complete the course should --
				1) Be familiarize with the fundamentals of personal selling and its process
				2) Understand selling as a career and what it takes to be a successful salesman to arouse interest of desired consumers and to take action.
7	Business Mathematic – 1	DSE-1	The course aims to provide basic knowledge to the students about the fundamental concepts of business mathematics & its application in business	3) Learn the Selling Process
				4) Understand the Mechanisms for sales promotion
				Students who successfully complete the course should --
				1) Understand the basics terminologies of set theory, venn diagrams, proofs and their applications in problem sums
8	Entrepreneurship – 1	DSE-2	1) To make the students aware about the business environment. 2) To create entrepreneurial awareness among students. 3) To motivate students to make their mind set for taking up entrepreneurship as career.	2) Understand the basics, theorems, uses and applications of permutations and combinations
				3) Understand the methods of interpolation and extrapolations to be used in business.
				4) Understand the expansion methods, to find the terms and coefficients of the terms
				Students who successfully complete the course should --
				1) Understand the term Entrepreneur and Entrepreneurship in detail
				2) Learn concepts of Entrepreneurship and its principles to execute it
				3) Understand the social responsibilities and accountability of Entrepreneur towards all the stakeholders
				4) Understand the practical aspects associated with entrepreneurship

9	Computer Application in Business	DSE-2	To impart information technology related skills to the students	<p>Students who successfully complete the course should --</p> <p>1) Have knowledge about computer basics</p> <p>2) Learn about different input output devices</p> <p>3) Comprehend Number System and Codes</p> <p>4) Have knowledge about Internet basics</p> <p>5) Practically work on MS Word and MS Excel</p>
10	Accounting – 1	Elective	The objective of this paper is to help students to acquire conceptual knowledge of the Accounting and to impart skills for recording different kinds of economic - business transactions.	<p>Students who successfully complete the course should --</p> <p>1) Learn Accounting treatment for Professional Persons' Annual Accounts</p> <p>2) Understand Accounting treatments under Hire Purchase system</p> <p>3) Make Replacement Account</p> <p>4) Understand Methods of Inventory Valuation</p>
11	Business Management - 1	Elective	To aware the students about the business management principles and practices due to development of industry and business as a complex phenomenon in the world and their impact on organizational efficiency is needed.	<p>Students who successfully complete the course should --</p> <p>1) Understand the importance of Personnel Management and get knowledge regarding the role and duties of Personnel Manager.</p> <p>2) Apprehend the entire process of Manpower Search.</p> <p>3) Gains knowledge about Job Analysis, Job Description, Job Evaluation and Performance Appraisal</p> <p>4) Know the importance and methodology of Training.</p>

### Programme – Bachelor of Commerce – Semester - 2

Sr. No.	Name of the Course	Course Category	Objective of the Course	Course outcome
1	English Language - 2	Core	The course intends to initiate the students in English language & Business english	Students who successfully complete the course should get insight into --
				1) Learning of life skills, cultures and human behavior
				2) Basic skills of reading, listening and writing
				3) Narrative writing
				4) Paragraph writing
				5) Tense structure
2	Principles of Micro Economics - 2	Core	To familiar the students with various micro economics concepts and their application in the decision – making	Students who successfully complete the course should --
				1) Understand the types of market structures, detailed study on Perfect Competition and Monopoly.
				2) Learn Price Discrimination and Monopolistic Competition.
				3) Know the concept of Selling Cost and Oligopoly market structure.
				4) Apprehend theories of rewards of factors of production.
3	Financial Accounting - 2	Core	The objective of this paper is to help students to acquire conceptual knowledge of the financial accounting and to impart skills for recording various kinds of business transactions.	Students who successfully complete the course should ---
				1) Understand the financial impact of conversion of partnership firms into company with special reference to purchase consideration.
				2) Understand difference between conversion and acquisition with the help of accounting entries.
				3) Learn the procedure to be followed for distribution of cash when the partnership firm dissolves.
				4) Classify the income and expenditure and receipt/payments of non- trading concerns.
4	Business Organisation & Management - 2	Core	The course aims to provide basic knowledge to the students about the organization and management of a business enterprise.	Students who successfully complete the course should --
				1) Understand the purpose and methods of Directing.
				2) Have knowledge about traits and types of leaders and also learn different styles of Leadership.
				3) Learn the procedure of decision making and understand the importance of communication.
				4) Learn the utility of Motivation and Group Dynamics to retain their employees
				5) Learn the impact and techniques of Controlling.

5	Company Law - 2	Core	The objective of the course is to impart basic knowledge of the provisions of the Companies Act 2013	Students who successfully complete the course should --
				1) Know the qualification, appointment, powers and liabilities of director and secretary.
				2) Explain the types of meeting and modes of winding up.
				3) Learn the procedure of Liquidation.
6	Personal Selling and Salesmanship - 2	DSE-1	The purpose of this course is to familiarize the students with the fundamentals of personal selling and the selling process. They will be able to understand selling as a career and what it takes to be a successful salesman.	4) Understand the important Case Studies under the Companies Act 2013.
				Students who successfully complete the course should --
				1) Understand Sales Organization, Duties & Responsibility of Sales Manager and Sales Routine.
				2) Understand the objectives and functions of Sales Management and learn to formulate sales policies.
7	Business Mathematic – 2	DSE-1	The course aims to provide basic knowledge to the students about the fundamental concepts of business mathematics & its application in business	3) Learn the process of Recruitment, Selection and Training of Salesman and also to understand the Purposes of Motivational sales conferences.
				4) Learn the methods of remuneration for salesman, understand controlling techniques and learn to prepare Sales Report.
				Students who successfully complete the course should --
				1) Understand the types of matrices, its applications and uses, addition, subtraction, multiplication, find inverse and find the value of unknown values.
8	Entrepreneurship – 2	DSE-2	1) To make the students aware about the business environment. 2) To create entrepreneurial awareness among students. 3) To motivate students to make their mind set for taking up entrepreneurship as career.	2) Understand the methods of solving the equations, find unknown values and solve determinants.
				3) Understand the basics of limits, formulae and applications of limits
				4) Understand the ways of proving the equations and using three power series and its applications.
				Students who successfully complete the course should --
				1) Understand the term Entrepreneur and Entrepreneurship in detail.
				2) Understand the procedure of how to start enterprise
				3) Understand the business environment in detail
				4) Understand contribution of Entrepreneur in various sectors
				5) Understand the contributions and developments in the field of EDPS and government assistance



9	E-Commerce & Use of RDBMS (MS-Access)	DSE-2	The core objective of the course is to familiar to the students about the E-Commerce and Use of RDBMS	Students who successfully complete the course should --
				1) Learn to Navigate Database and Access data types theoretically and practically
				2) Learn Creating tables through wizard and design view, datasheet view and Understand field properties theoretically and practically.
				3) Understand the basics of Query and Forms theoretically and practically.
				4) Understand the importance of E-Commerce and learn the basics of M-Commerce.
10	Accounting – 2	Elective	The objective of this paper is to help students to acquire conceptual knowledge of the Accounting and to impart skills for recording various kinds of business transactions.	Students who successfully complete the course should --
				1) Learn Farm Accounting
				2) Understand Accounting treatments under Royalty system
				3) Understand about Voyage Accounting.
				4) Understand of accounting of sales under installment system.
11	Business Management - 2	Elective	To aware the students about the Production Business Management principles and practices due to development of industry and business as a complex phenomenon in the world and their impact on organizational efficiency is needed.	Students who successfully complete the course should --
				1) Understand concept of operations management
				2) Understand the concept of operations strategy.
				3) Understand importance of concepts and technicalities regarding plant's locations.
				4) Understand importance of concepts and technicalities regarding plant's layout.

### Programme – Bachelor of Commerce – Semester - 3

Sr. No.	Name of the Course	Course Category	Objective of the Course	Course outcome
1	ENGLISH - 3	Foundation/ Language	The course intends to initiate the students in English language & Business english	<p>Students who successfully complete the course should get insight into --</p> <p>1) A Course for Intermediate Learners - Pathways to English - y Board of Editors, Cambridge University Press.</p> <p>2) English Grammer - Types of Sentences</p> <p>3) English Grammer - Active and Passive Voices</p> <p>4) Creative Writing – Paragraph writing</p>
2	MONEY ECONOMICS AND FINANCE SYSTEM – 1	Core	This syllabus aims at making students aware of functioning of monetary theories and prevailing financial system in India.	<p>Students who successfully complete the course should get insight into --</p> <p>1) Students learnt concepts of money and brief on barter system</p> <p>2) Analyzed concepts of time value of money with Cambridge equation and fisher equation.</p> <p>3) Brief about finance and financing activities</p> <p>4) Brief about Indian banking mechanism and settlement of transactions</p> <p>5) Learning of Indian and international institutions .</p>
3	COST – ACCOUNTING – 1	Core	To familiar the students with various cost accounting Concepts and their application in the decision-making.	<p>Students who successfully complete the course should --</p> <p>1) Students learnt concepts of cost ( fixed cost variable cost).</p> <p>2) Analysed concepts of material variances and labour variances.</p> <p>3) learning of cost sheets and estimated cost sheets.</p>
4	INCOME TAX -1	Core	To similar the students with Income Tax and their application.	<p>Students who successfully complete the course should ---</p> <p>1) Students learnt concepts of taxes.</p> <p>2) Analysed differences between tax evasion, tax planning and tax avoidance.</p> <p>3) Learning concepts of salary and its exceptions</p> <p>4) house property and its exemptions.</p>
5	CORPORATE ACCOUNTING –I	Core	To study the corporate accounting concepts and principles.	<p>Students who successfully complete the course should --</p> <p>1) Students learnt concepts of issue of shares, accounting treatment of consolidation of shares and buy back of shares.</p> <p>2) Accounting entries of final accounts with its adjustments.</p> <p>3) Concepts of dissolution of accounts , liquidation of accounts.</p> <p>4) Knowledge on objectives and scope of Indian accounting standards</p>

6	BUSINESS COMMUNICATION- 1	Core & Allied	To familiar the students with various communication principles and concepts and their application	Students who successfully complete the course should --
				1) Students learnt about communication.
				2) analyzed communication networks and grapevine.
				3) Drafting professionally business letters.
7	ACCOUNTING & FINANCE– 3	Elective	To familiar the students with various Accounting and finance Principles and concepts and their application in the decision-making	4) Importance and significance of verbal and non - verbal communication.
				Students who successfully complete the course should --
				1) Students thorough concepts of insolvency of accounts along with its accounting treatment.
				2) Theoretical knowledge regarding issues and listing of shares and securities.
8	BUSINESS MANAGEMENT – 3 (MARKETING MANAGEMENT)	Elective	The objective of this course is to facilitate understanding of the conceptual framework of marketing and its applications in decision making under various environmental constraints	3) Brief about gross working capital and net working capital
				Students who successfully complete the course should --
				1) Students learned concepts of marketing and its applications in business.
				2) Brief on product , product life cycle, branding and packaging.
				3) Fundamentals on pricing methods and pricing policies.
				4) Practical applicability of promotion strategies with help of digital market media tools.

**Programme – Bachelor of Commerce – Semester - 4**

Sr. No.	Name of the Course	Course Category	Objective of the Course	Course outcome
1	ENGLISH - 4	Foundation/ Language	The course intends to initiate the students in English language & Business english	Students who successfully complete the course should get insight into --
				1) A Course for Intermediate Learners - Pathways to English - y Board of Editors, Cambridge University Press.
				2) Personal Interview for Job and Admission Reading and Writing Skills
2	MONEY ECONOMICS AND FINANCE SYSTEM – 2	Core	This syllabus aims at making students aware of functioning of monetary theories and prevailing financial system in India	3) Reported Speech, Preparing Resume and C.V., Creative Writing – Essay writing.
				Students who successfully complete the course should get insight into --
				1) students learnt about money theories.
3	COST – ACCOUNTING – 2	Core	This syllabus aims at making students aware of functioning of Cost Accounting, theories and prevailing Cost Accounting system in India.	2) students imparted knowledge regarding inflation and effects of inflation.
				3) Brief on financial policy and monetary policy
				4) theoretical and practical understanding mechanism of exchange rate.
				Students who successfully complete the course should --
4	INCOME TAX - 2	Core	To provide an understanding of the income Tax Act and Applications.	
				1) students were imparted knowledge regarding reconciliation of final accounts.
				2) Students learnt job and batch costing and fundamentals of operating costing.
				Students who successfully complete the course should ---
5	CORPORATE ACCOUNTING – 2	Core	To study the corporate accounting theories and applications	
				1) students learnt calculations of business or profession.
				2) students were imparted calculations of capital gains.
				3) brief on scope and significance of service tax
				Students who successfully complete the course should --
				1) students learnt accounting treatment of amalgamation of companies.
				2) students imparted knowledge regarding absorption of companies and external reconstruction of companies as per traditional approach.
				3) students imparted fundamentals and concepts of Indian accounting standards.

6	BUSINESS COMMUNICATION - 2	Core & Allied	To familiar the students with various communication Principles and Concepts and their application	Students who successfully complete the course should --
				1) Students learnt about communication.
				2) analyzed communication networks and grapevine.
				3) Drafting professionally business letters.
				4) Importance and significance of verbal and non - verbal communication.
				5) Brief on media and modes of communication.
7	ACCOUNTING & FINANCE – 4	Elective	To provide an understanding of the Accounting & Finance principles their relevance.	6) Drafting of complaints letters and responses to complaint letters.
				Students who successfully complete the course should --
				1) Students were imparted knowledge regarding accounts of general insurance company
				2) students learnt about payment in installments system.
				3) mathematical calculations of goodwill and shares.
				4) management of current assets inventory , cash and receivables.
8	BUSINESS MANAGEMENT – 4 (MARKETING RESEARCH)	Elective	The purpose of this course is to enable students learn the process, tools and techniques of marketing research	Students who successfully complete the course should --
				1) Students learned basic concepts related with Marketing Research.
				2) Problem Identification and Research Design.
				3) Data Resources & Sampling Plan
				4) Data Collection and Analysis and Report Preparation.

**Programme – Bachelor of Commerce – Semester - 5**

Sr. No.	Name of the Course	Course Category	Objective of the Course	Course outcome
1	ENGLISH - 5	Foundation/ Language	The course intends to initiate the students in English language & Business english	<p>Students who successfully complete the course should get insight into --</p> <p>1) 'Fusion- An Anthology for Advanced Learners' - by Board of Directors; Orient Blackswan</p> <p>2) Communication Skills</p> <p>3) Reading and Writing Skills</p> <p>4) Proficiency in Language - Translation from English into Mother Tongue Translation from Mother Tongue into English - Press Release</p>
2	Business Environments - 1	Core	The objective of the syllabus to keep aware the students about the problems arising at national and international level on account of the process of liberalization and globalization	<p>Students who successfully complete the course should get insight into --</p> <p>1) Student learnt PESTEL analysis.</p> <p>2) Students imparted recent trends in business environment</p> <p>3) students learnt economic indicators like income and its correlation with business environment.</p> <p>4) Short note on savings and investment relationship and pattern of savings investment in last decades.</p> <p>5) conditions and reasons of unemployment and business opportunities along with problems of unemployment.</p>
3	Management Accounting - 1	Core	To aware the students about the management accounting principles and practices	<p>Students who successfully complete the course should --</p> <p>1) students learnt nature and meaning of management accounting.</p> <p>2) students conveyed comparative analysis between financial cost and management accounting.</p> <p>3) calculations of fund flow statement with reference to sources of funds and applications of fund</p> <p>4) calculations of ratio analysis (solvency ratios , liquidity ratios , turnover ratios)</p> <p>5) Concept and importance of break – even analysis with practical sums</p> <p>6) Concepts of differential costing like sunk cost , opportunity cost and determinations of sales mix.</p>
4	Principles of Auditing - 1	Core	To aware the students about the auditing principles and practices.	<p>Students who successfully complete the course should ---</p> <p>1) students gained knowledge regarding meaning and scope of audit.</p> <p>2) short note on internal check system and internal control.</p> <p>3) concepts and comparative bifurcation of vouching verification and valuation of assets.</p>
5	Fundamentals of Statistics - 1	Core	To equip the students with research tools to apply in the research situations	<p>Students who successfully complete the course should --</p> <p>1) students were equipped with concepts and practical sums of correlation.</p> <p>2) students were equipped with concepts and practical sums of regression.</p> <p>3) fundamentals and theories of probability.</p> <p>4) sums of mathematical expression with context to discrete random variable and continuous random variable</p> <p>5) sums of mathematical expression and applications of binomial and normal distribution.</p>

6	Financial Management - 1	Core & Allied	To aware the students about the role and practices of Financial Management in the market.	Students who successfully complete the course should --
				1) Elementary concepts of scope and objectives of financial management and importance of time value of money with sums.
				2) Brief about working capital management and concepts regarding inventory and sources of working capital.
7	Human Resource Management - 1	Core & Allied	The Objective of this course is to sensitize students to the various facets of managing people and to create an understanding of the various policies and practices of human resource management.	3) Theoretical concepts of management of cash, receivables and inventory.
				Students who successfully complete the course should --
				1) students were conveyed concepts of human resource and human resource challenges.
8	Accounting and Finance - 5	Elective	To equip the students with the principles and practices of Accounting and Finance in the concerned field	2) Brief note on corporate objectives, human resource planning and obstacles while setting human resource planning.
				3) elementary concepts of human resource management such as job analysis, job description , induction and placement.
				4) Maintaining HR relation with context to trade unions and functions of trade unions.
				Students who successfully complete the course should --
				1) Accounting treatment of electrical company and electricity supply act 1948.
				2) Accounting treatment of fire claims and insurance accounts.
				3) Concept and practical sums of leverage.
				4) Theories of interim dividend and final dividend , dividend theory by Walter and Gordon , comparative analysis of fixed and flexible dividend factors affecting dividend policy.

### Programme – Bachelor of Commerce – Semester - 6

Sr. No.	Name of the Course	Course Category	Objective of the Course	Course outcome
1	ENGLISH - 6	Foundation/ Language	The course intends to initiate the students in English language & Business english	Students who successfully complete the course should get insight into --
				1) "Fusion- An Anthology for Advanced Learners" - By Board of Editors; Orient Blackswan
				2) Communication Skills - Group Discussion
				3) Reading and Writing Skills
2	Business Environments - 2	Core	The objective of the syllabus to keep aware the students about the problems arising at national and international level on account of the process of liberalization and globalization.	4) Proficiency in Language -Comprehension (of moderate difficulty level)
				5) Creative Writing - Reshaping the Story
				Students who successfully complete the course should get insight into --
				1) student learnt features, challenges and overall upgradation of small scale and cottage industries
3	Management Accounting - 2	Core	To aware the students about the management accounting principles and practices	2) After completion of subject students learnt monetary policy , fiscal policy, and import and export policy and modern trends of foreign investment.
				3) students were conveyed importance of special economic zone
				4) Brief concepts of privatization and disinvestment.
				5) Short note on planning commission and 5 year plan.
				Students who successfully complete the course should --
4	Principles of Auditing - 2	Core	To aware the students about the auditing principles and practices.	
				1) After completion of subject student got concepts Indian accounting standards, meaning of cash flows, and fund flow statements.
				2) Practical sums of flexible budget and its theoretical utility.
				3) meaning of capital budgeting and techniques of capital budgeting.
				Students who successfully complete the course should ---
				1) Student learnt company's auditor duties, qualifications , right and appointment and disappointment as per company's act.
				2) Students learnt qualified report and unqualified report.
				Students who successfully complete the course should --
				1) student learnt components and time series and computation of seasonal index number.



5	Fundamentals of Statistics - 2	Core	To equip the students with research tools to apply in the research situations	<p>2) student learnt linear programming and Objective functions, Constraints, solution, feasible solution, optimum solution , basic solution , slake and surplus variables etc.</p> <p>3) yule's method.</p> <p>4) students were conveyed sample and sampling method and computations of variance of sampling random, sample Mean. Stratified sample Mean(Two or Three strata only) and systematic sampling.</p> <p>5) meaning of index numbers and practical sums of index numbers by 1. Laspeyer'2. Paashe's 3. Fisher's 4. Dorbis - Bowley's 5. Marshal - Edgeworth's</p>
6	Financial Management - 2	Core & Allied	To aware the students about the role and practices of Financial Management in the market.	<p>Students who successfully complete the course should --</p> <p>1) Students learnt concept of indian financial system and components of indian financial system.</p> <p>2) Comparative analysis of financial and non – financial assets.</p> <p>3) Students learnt concepts of capital market and entire book – building process.</p> <p>4) Students learnt concept of secondary market and overall mechanism of stock exchange (NSE AND BSE)</p> <p>5) Brief note on money market instruments like certificate of deposits , call money, treasury bills.</p>
7	Human Resource Management - 2	Core & Allied	The Objective of this course is to sensitize students to the various facets of managing people and to create an understanding of the various policies and practices of human resource management.	<p>Students who successfully complete the course should --</p> <p>1) Students learnt meaning and concept of HR and aims of HR needs.</p> <p>2) students learnt HR – Morale &amp; Discipline Meaning, needs, significances, types, factors, actions and suggestions.</p> <p>3) meaning, importance of industry Psychology.</p> <p>4) students learnt how to maintain HR relations.</p> <p>5) students were conveyed disputes and grievances and how to settle disputes and grievances.</p>
8	Accounting and Finance - 6	Elective	To provide an understanding of the Accounting & Finance principles their relevance.	<p>Students who successfully complete the course should --</p> <p>1) Students learnt accounts of holding company.</p> <p>2) Practical sums of process costing.</p> <p>3) Sources of funds.</p> <p>4) Theory of swaps, hedging and futures and forwards.</p>



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Program outcomes, program specific outcomes and course outcomes for all  
programs offered by the institution

<b>(1) Bachelor of Business Administration</b>	
<b>OBJECTIVES</b>	<ul style="list-style-type: none"><li>• Make Students ready to exhibit understanding of broad business concepts and principles.</li><li>• Make Students ready to exhibit critical thinking skills to address diverse business challenges and opportunities.</li><li>• Model business professionalism and demonstrate effective written and oral communication skills.</li><li>• In summary, the core objective of the course is to prepare young person for junior executive position in various commercial, Industrial and non-profit organization.</li></ul>
<b>PROGRAMME OUTCOMES (PO)</b>	<ul style="list-style-type: none"><li>• To develop an understanding of the Functions of Business.</li><li>• To develop critical and analytical thinking.</li><li>• To develop interpersonal skills</li><li>• To provide Global perspectives of Business.</li><li>• To develop entrepreneurial skills</li></ul>
<b>PROGRAM SPECIFIC OUTCOME (PSO)</b>	<ul style="list-style-type: none"><li>• To have a clear idea of the various responsibilities of the different departments.</li><li>• To understand the ethical challenges in a business.</li><li>• Analyse global environment and its impact on business.</li><li>• Ability to analyse and interpret data.</li><li>• Ability to make crucial decisions.</li></ul>

### Programme – Bachelor of Business Administration – Semester - 1

Sr. No.	Name of the Course	Course Category	Objective of the Course	Course Outcome
1	COMMUNICATION SKILLS AND BUSINESS WRITING	Foundation	(1) To hone students' communication skills (2) To strengthen students' ability for business writing (3) To equip the students with the knowledge various aspects of communication	CO1: To acquaint students' with the fundamentals of communication CO2: To equip the students with the various aspects of report writing CO3: To strengthen students' ability for business writing CO4: To practice business writing
2	MICRO ECONOMICS	Core	(1) To provide basic knowledge basic principles, concepts and tools of economics. (2) To make enable students for understanding application/working of economic theories, concepts and tools in real market conditions. (3) To develop ability of students to apply principles, concepts and tools of economics. (4) To develop/enhance ability of student to take accurate decisions on basis of knowledge of principles, concepts and tools of economics.	CO 1: To understand basic knowledge of principles, concepts and tools of economics CO 2: To help them understand the theory of utility CO 3: To develop the ability to understand theory of demand and supply and its elasticity with application CO 4: To familiarize with structures of market
3	ELEMENTS OF BUSINESS MATHEMATICS	Elective	(1) To sharpen mathematical abilities in making Business Decision (2) Improve logical and reasoning abilities.	CO1: To sharpen mathematical abilities in making Business Decision CO2: To equip the students' with knowledge of permutation and combination CO3: To help them understand the concepts of Arithmetic, Geometric and Harmonic Progression CO4: Improve logical and reasoning abilities by understanding Binomial Theorem, Interpolation and Extrapolation and Mathematical Induction.
4	FUNDAMENTALS OF MANAGEMENT	Core	This course contains only introductory aspects of business management. It primarily focuses on meaning, importance, and functions of business management. The course helps students across the disciplines to overview business management. The basic objective is to help the students understand the fundamental concepts and principles of management. The students are required to study only primary aspects of management.	CO1: To help the students understand the fundamental concepts and principles of management. CO2: To study primary aspects of Management CO3: To acquaint them with POSDCoRB CO4: To help them overview the areas of Business Management

5	FORMS OF BUSINESS ORGANISATION	Core	To make the students familiar with the basic concepts in commerce, trade and industry, to expose them to modern business world and to make familiar with different forms of business organizations, their formation and management.	CO1: To make the students familiar with the basic concepts in commerce, trade and industry
				CO2: To expose them to modern business world
				CO3: To make them familiar with different forms of business organizations, their formation and management.
				CO4: To understand the different business combination
6	PRINCIPLES AND PRACTICE OF ACCOUNTING	Elective	To develop conceptual understanding of the basic accounting system through book-keeping mechanism and to impart skills for preparation of financial statements.	CO1: To develop conceptual understanding of the basic accounting system through book-keeping mechanism
				CO2: To know the procedure from journal entry to trial balance
				CO3: To make them familiar with subsidiary books
				CO4: To impart skills for preparation of financial statements.
7	ENVIRONMENTAL SCIENCE	Allied	To create awareness among the students regarding environmental situation, Legislations and International treaties and motivate to contribution for creating awareness in the Society.	CO1: To create awareness among the students regarding environmental situation
				CO2: To familiarize them with the Legislations and International treaties
				CO3: To motivate them to contribute for creating awareness in the Society
				CO4: To help them know the environmental and disaster management systems
8	OFFICE AUTOMATION	Core	The objective of the course is to make students aware about basics of computers, peripheral devices, internet environment, word processing, spread sheets and presentation	CO1: To make students aware about basics of computers
				CO2: To help them know peripheral devices, word processing, spread sheets and presentation
				CO3: To educate them with internet environment
				CO4: To practice MS Word, MS Excel and MS PowerPoint

### Programme – Bachelor of Business Administration – Semester - 2

Sr. No.	Name of the Course	Course Category	Objective of the Course	Course Outcome
1	CONVERSATIONAL ENGLISH	Foundation	(1) To hone students communicative skills.	CO1: To hone students' communicative skills.
			(2) To drill students in conversational English.	CO2: To drill students in conversational English.
			(3) To strengthen students' ability to use English for day to day purposes.	CO3: To strengthen students' ability to use English for day to day purposes. CO4: To develop ability of students to introduce themselves, have a flair over situational dialogues, equip themselves with tele-manners and enhance their vocabulary
2	MACRO ECONOMICS	Core	(1) To provide basic knowledge basic principles, concepts and tools of macro-economics.	CO1: To provide basic knowledge basic principles, concepts and tools of macro-economics.
			(2) To make enable students for understanding application/working of macro-economic concepts and tools in actual conditions.	CO2: To enable students to understand application of macro-economic concepts and tools in actual conditions.
			(3) To develop ability of students to apply principles, concepts and tools of macro-economics.	CO3: To enhance ability of students to take accurate decisions based on macroeconomic tools
			(4) To develop/enhance ability of student to take accurate decisions on basis of knowledge of principles, concepts and tools of macroeconomics.	CO4: To help them understand in depth National Income, Demography, Inflation, Commercial banking and International trade
3	ADVANCE TECHNIQUES OF BUSINESS MATHEMATICS	Elective	(1) To sharpen mathematical abilities in making Business Decision	CO1: To sharpen mathematical abilities in making Business Decision CO2: Improve logical and reasoning abilities
			(2) Improve logical and reasoning abilities	CO3: To acquire knowledge of Limits, Determinants, Matrices and Derivatives
				CO4: To integrate disciplines of Mathematics and Finance
4	EMERGING TRENDS IN CONTEMPORARY MANAGEMENT	Core	This course presents some issues relating to contemporary business management theory and practices. It primarily focuses on historical development of management as well some issues relevant to modern management. The objective is to help the students glimpse some key issues relevant to modern management practices across the globe.	CO1: To help them understand issues relating to contemporary business management theory and practices. CO2: To help them focus on historical development of management as well some issues relevant to modern management. CO3: To help the students analyze key issues relevant to modern management practices across the globe. CO4: To study the corporate stories to understand the management issues with real situations.

5	BUSINESS ACCOUNTING	Elective	To develop conceptual understanding of the basic accounting system through book-keeping mechanism and to impart skills for preparation of financial statements.	CO1: To acquaint them with Accounting Standards
				CO2: To learn Depreciation Accounting and Valuation of Inventories
				CO3: To study technology and its repercussions on E-Commerce and E-Marketing
				CO4: To know how to prepare final accounts of Partnership firm
6	E – COMMERCE	Allied	To provide basic knowledge of Ecommerce.	CO1: To provide basic knowledge of Ecommerce
				CO2: To study types of E-Commerce and EDI
				CO3: To study technology and its repercussions on E-Commerce and E-Marketing
				CO4: To acquaint them with recent trends in E-Commerce
7	IT TOOLS FOR BUSINESS	Core	The objective of the course is to learn how records can be maintained, use of historical data for future, find some patterns from historical data and analyze the data for project work.	CO1: To learn how records can be maintained
				CO2: To use of historical data for future, find some patterns from historical data and analyze the data for project work.
				CO3: To understand the concepts of database, tables, queries and forms
				CO4: To practice the concepts under the able guidance
8	PRACTICAL STUDIES	Project	The objective of practical training is to develop among the students a feel about industrial environment and business practice. Also to develop a practical base in them as a supplement to the theoretical study of the management in general.	CO1: To develop among the students a feel about industrial environment and business practice
				CO2: To develop a practical base in them as a supplement to the theoretical study of the management in general.

### Programme – Bachelor of Business Administration – Semester - 3

Sr. No.	Name of the Course	Course Category	Objective of the Course	Course Outcome
1	Marketing Management - I	Core	The objective of this course is to help the students understand the fundamental concepts and principles of Marketing & Marketing Management	CO 1: Understand the term Marketing Management and in depth understanding of Marketing Concepts.
				CO 2: Understand the factors affecting of Marketing Mix and Consumer Behaviour
				CO 3: Learn the basics of Market Segmentation and Market Targeting
				CO 4: Learn the Product Dimensions, Product Mix Dimensions, Stages of Product Life Cycle and Consumer Adoption Process
				CO5: Understand the Significance of Price in Marketing
2	Financial Management - I	Core	The objective of this course is to help the students understand the fundamental concepts and Finance & Financial Management	CO1: Learn in details Financial Management and become financial adviser
				CO2: Understand and analyse the interrelationship between finance and corporate
				CO3: Learn in depth Time Value of Money
				CO4: Understand in detail Capital Structure and able to design capital structure
				CO5: Understand in depth long term Investment and Financing decisions
3	Human Resource Management- I	Core	The objective of this course is to help the students understand the fundamental concepts and principles of Human Resource Management.	CO1: Learn in details Human Resource Management
				CO2: Understand the process of Recruitment, Selection and Induction
				CO3: Learn in depth Managerial Training Methods
				CO4: Understand various techniques of Performance Appraisal and Wage and Salary Administration
				CO5: Understand Trade Union and concept of Quality of Work Life
4	Managerial Economics-I	Core	The objective of this course is to acquaint the students with concepts, and techniques used in Micro-economic Theory and to enable them to apply this knowledge in business decision making.	CO1: Understand micro economics and decisions making process
				CO2: Learn Objectives of demand forecasting and statistical methods of surveys
				CO3 Understand different types of competitive and non – competitive markets.
				CO4: Apply Differential costing concepts (sunk cost, incremental cost, fixed cost, variable cost)

5	Entrepreneurship Development	Core	The objective of this course is to make the students acquainted to Entrepreneurship, and to develop in them the quality for Innovative entrepreneur	CO1: Learn in depth qualities of an entrepreneur and able to become an entrepreneur
				CO2: Write down the details of financial schemes offered by banks and government agencies and able to access them easily
				CO3: Learn the details of acquisition and mobilization of resources
				CO4: Learn in depth the characteristics and importance of finance in Small and Medium Business
6	Corporate Accounting - I	Elective	To develop conceptual understanding regarding corporate accounting system and to prepare financial statements with reference to Laws applicable in this respect	CO1 Pass journal entries in the books of a company for forfeiture and reissue of shares allotted on a pro-rata basis.
				CO2 Know the provisions of the Companies Act 2013 and guidelines issued by SEBI as regards redemption of redeemable preference shares. Understand concepts of buyback of shares. Also pass journal entries for Redemption of Redeemable Preference Shares, and buy back of equity shares
				CO3 Know the provisions of the Companies Act 2013 and guidelines issued by SEBI as regards Issue of Bonus shares. Also pass journal entries for issue of bonus shares.
				CO4 Know the provisions of the Companies Act 2013 as regards Issue and Redemption of Debentures like types of debentures, methods of redemption of debentures, writing off discount on issue of debentures etc. and also pass journal entries related to it in the books of the company
				CO5 Have an insight into the formats of the vertical financial statements of a company as per the Schedule III of latest provisions of the Companies Act 2013 and prepare them.
7	Business Statistics - I	Elective	The objective of this course is to provide primary knowledge regarding some statistical techniques to be used in managerial decision making.	CO 1: Learn the basics of Probability and apply the same in finance, computer application, etc.
				CO 2: Understand different sampling techniques for research purpose
				CO 3: Learn to take decisions based on rational reasoning
8	Communication Skill - III	Foundation	The objective of this course is to make the students equipped with the necessary techniques and skill of communication to inform others, and to get work done from them.	CO1 Communication Skills i.e. Narrating/ Describing and object, experience details regarding a place, or industries, TV show or Movie Presentation of an Academic Report.
				CO2 Reading and writing Comprehension
				CO3 Business Reporting writing and writing of Notice, Agenda and minutes.
				CO4 Grammar: Direct – indirect Narration Antonym and synonym



**Programme – Bachelor of Business Administration – Semester - 4**

Sr. No.	Name of the Course	Course Category	Objective of the Course	Course Outcome
1	Marketing Management - II	Core	To introduce the fundamental concepts and theories in the area of marketing and assist the students in marketing decision making	CO 1: Understand the term Market Promotion and Elements of Market Promotion mix.
				CO 2: Understand the Elements of Market Promotion mix
				CO 3: Learn the basics of Channel of Distribution and Market Logistics
				CO 4: Learn the fundamentals of Marketing Research
2	Financial Management - II	Core	To provide insight to understand the concepts and theories and to develop skills for practical application of financial data to make better financial decision.	CO1: Learn in depth working capital management and able to estimate the working capital requirements
				CO2: Understand in detail the elements of Working Capital Management
				CO3: Learn the concept and mechanism of Cost of Capital
				CO4: Understand the concept of Leverage and Capitalization
				CO5: Study the sources of finance.
3	Human Resource Management- II	Core	To provide insight to understand the concepts and theories and to develop skills for practical application for organizational behaviour.	CO1: Understand in detail behaviour of employees and able to manage them efficiently
				CO2: Identify in details employees performance and able to motivate for effective performance
				CO3: Learn in depth and analyse the behaviour of employees
				CO4: Understand in details key positions in an organisation and able to occupy them in groups
				CO5: Learn in details with examples frame industrial relations and disputes
4	Managerial Economics-II	Core	The objective of this course is to acquaint the students with concepts, and techniques used in Managerial Economics.	CO 1: Classify markets into perfect competition and imperfect competition.
				CO 2: Understand different pricing policies such as market skimming, market penetration, going rate , auction pricing , peak load pricing etc.
				CO 3: Understands the theoretical implications of breakeven analysis
				CO 4: Have basic idea about how to select a specific project based on the investment and return

5	Corporate Accounting -II	Core	To develop conceptual understanding regarding corporate accounting system and to learn how to make analysis and interpretation of accounting information	CO1 Understand the concept of managerial remuneration and book profit allowable as per the companies Act, 2013 and compute the allowable managerial remuneration.
				CO2 Compute the liability of underwriters on issue of shares and debentures of a company and the underwriting commission payable to them.
				CO3 Analyze and interpret financial statements using various tools of financial analysis. Have in-depth knowledge of ratio analysis, and should be able to calculate and interpret various financial ratios
				CO4 Understand the provisions regarding valuation of Goodwill and various accounting standards. Compute goodwill of a company using various methods when past data is provided.
				CO5 Calculate the intrinsic value, market value and fair value of fully paid or partly-paid equity shares and preference shares. Have a basic understanding of valuation of right shares and bonus shares
6	Practical Studies	Core	The objective of industrial training in Semester IV of B.B.A programme is to give them perspectives about the organization and functioning of all the areas of management	CO1: Understand in depth to fill the gap between theory and practical through internship
				CO2: Understand in detail with examples the procedure and able to write a report on the functioning of human resources, Production, Marketing, financial, consumer's preferences and behaviour, pricing, competition, accounting etc., of the organisation
				CO3: Specify the details in depth and able to communicate effectively
				CO4: Learn in detail and able to absorb as an employee by the employer
				CO5: Specify and analyse the components of project report and prepare the report effectively
7	Business Statistics –II	Elective	The objective of this course is to acquaint the students with the application of Statistical Techniques to managerial decisions and to expose them to the significance of various scientific tools	CO 1: Understand process control techniques and obtain variable and attribute charts
				CO 2: Understand t distribution and apply t test to test mean of mean of single sample and means of two samples.
				CO3: Understand Chi-square distribution and apply Chi-square test for testing variance of a small sample, testing independence of attributes and testing goodness of fit.
				CO 4: Be familiar with F distribution and apply F test for comparing variance of two small samples and means of more than two samples.
8	Communication Skill-IV	Foundation	The objective of this course is to make the students equipped with the necessary techniques and skill of communication to inform others, and to get work done from them.	CO1 Communication Skills i.e. Presentation on current share market and writing a report on share market.
				CO2 Reading and writing Comprehension
				CO3 Translation from English into Gujarati and Translation from Gujarati into English
				CO4 Grammar: Verbal Analogy and Verbal Ability

**Programme – Bachelor of Business Administration – Semester - 5**

Sr. No.	Name of the Course	Course Category	Objective of the Course	Course Outcome
1	Operation Management	Core	The Course is designed to acquaint the students with decision making in: Planning, schedule and control of Production and Operation functions in both manufacturing and service organization.	CO 1: Understand the various Concepts of Production and Operations management.
				CO 2: Understand the factors affecting manufacturing and service operations.
				CO 3: Learn the basics of how manufacturing firms operates.
				CO 4: Learn the importance of plant layout and plant location in manufacturing operations.
2	Management Accounting- I	Core	To develop conceptual understanding regarding management accounting and use of accounting data for managerial decisions.	CO 1: Have a basic understanding of Management Accounting and how it differs from Cost Accounting
				CO 2: Understand in depth budgetary control system and able to prepare different types of budgets
				CO 3: Learn in depth variance analysis and able to determine Material, Labour and Overhead Variance
				CO 4: Learn in detail marginal costing techniques and able to determine BEP, desired profit
3	Business Environment- I	Core	The basic objective of the course is to develop understanding about business environment to the students.	CO 1: Understand the various Concepts of Business environment.
				CO 2: Understand the impact of business environment on business activities.
				CO 3: Learn the how changes takes place in business environment.
				CO 4: Develop basic understanding about various economic policies of government
4	Business Taxation- I	Core & Allied	To develop conceptual understanding regarding Direct Tax Laws and to prepare Returns and make them introduced with assessment procedure.	CO1 Have a general idea of various direct and indirect tax laws in India. Understand various definitions as per Income Tax law. Determine the residential status of an individual assessee and incidence of tax.
				CO2 Have knowledge of exempt incomes.
				CO3 Understand aggregation of total income and general deductions allowed to be made from the income.
				CO4 Understand the responsibilities of various income tax authorities and the assessment procedure. Know the provisions of Income Tax Act, 1961 regarding Types of Assessment, Types of Return, Permanent Account Number, Tax Deducted at Source, Advance Payment of Income Tax.
				CO5 Have a knowledge of Computation of the taxable income of an individual under the head of Salary

5	Product Project Report	Core & Allied	The objective of practical training is to develop among the students a feel about industrial environment and business practice. Also, to develop a practical base in them as a supplement to the theoretical study of the management in general.	CO 1: Understand how to start a business
				CO 2: Learn to apply theoretical knowledge.
				CO 3: Get the overview of working of the organization.
6	Business Law- I	Foundation	To impart preliminary knowledge of the laws	CO 1: Be aware of the basic concepts of contract as per Indian Contract Act, 1872.
				CO 2: Understand the concepts of Free Consent and Consideration, and who can be the competent parties to a contract
				CO 3: Learn the, The workmen's Compensation Act and The Factories Act
				CO 4: Understand the Grievances settlement procedure
				CO 5: Learn the Principles of corporate governance, morality and business ethics
7	Advanced Marketing Management – I	Elective	The course contents of this paper is aimed at increasing students' awareness to modern marketing environment and practices across the globe.	CO 1: Learning of cyber marketing, green marketing and consumerism were done using appropriate teaching methods.
				CO 2: Along with these several practical case studies were taught so that their understanding in practical aspect of marketing can become stronger.
				CO 3: Marketing environment, Advertising and new era of marketing were also explained.
				CO 4: Sales force management and sales force oriented practices were discussed along with customer relationship marketing.
8	Advanced Financial Management – I	Elective	To help students to understand the conceptual frame work of financial management and its applications under various environmental constraints.	CO 1: Understand in detail the various approaches to capital structure theories and able to design capital structure
				CO 2: Learn the Dividend policy in practice
				CO 3: Learn in depth working capital management and able to estimate the working capital requirements
9	Advanced Human Resource Management – I	Elective	To create awareness among the students related to advance topic of human resource management.	CO 1: This unit reflects and teaches the various concepts of welfare, its type, and the benefits employees get out of welfare and its importance at workplace.
				CO 2: This unit highlights the importance of employee safety at workplace. It also highlights the safety policy measures and defines it in detail.
				CO 3: This unit tells about employees' physical and mental health. It also tells about stress management techniques and helps employee to balance work life.
				CO 4: This unit tells about various benefits and services provided to employees, it also tells about various problems associated with its management and administration.

**Programme – Bachelor of Business Administration – Semester - 6**

Sr. No.	Name of the Course	Course Category	Objective of the Course	Course Outcome
1	Material Management	Core	The objective of the course is to familiar the students with the basic concept of materials management.	CO 1: Understand the various Concepts of Materials management.
				CO 2: Understand the importance of managing raw materials and stocks in organizations.
				CO 3: Learn the basics of how to arrange and store materials.
				CO 4: Learn how to apply various method of storing and supplying material in various departments.
2	Management Accounting- II	Core	To develop conceptual understanding regarding management accounting and use of accounting data for managerial decisions.	CO 1: Prepare Fund Flow Statement
				CO 2: Prepare Cashflow Statement as per AS – 3
				CO 3: Calculate and apply ROI concept in practice
				CO 4: Understand the functioning of Assets & Liabilities in a Bank
3	Business Environment- II	Core	The basic object of the course is to provide knowledge of business environment component to the students.	CO 5: Learn the in depth concept of Responsibility Centers and its importance.
				CO 1: Understand the various Concepts of Business environment.
				CO 2: Understand the impact of business environment on business activities.
				CO 3: Learn the how changes takes place in business environment.
4	Business Taxation- II	Core & Allied	To develop conceptual understanding regarding Direct Tax Laws and to prepare Returns and make them introduced with assessment procedure.	CO 4: Develop basic understanding about various economic policies of government.
				CO1 Helps them calculate the taxable income from house property and Compute taxable profit under the head Profits and Gains from business and profession.
				CO2 Helps them calculate taxable capital profit under the head Capital Gains and Compute taxable income under the head Income from other source
				CO3 Know the provisions of Assessment of Partnership firm and Company as per Income Tax Act and able to compute taxable income of Partnership firm and Company.
				CO4 Understand the concept of Tax Management, Tax planning, Tax avoidance and Tax evasions and also understand the difference between them.
				CO5 Know the basic provisions of New Indirect tax introduced i.e. Goods and Service Tax (GST)

5	Practical Studies	Core & Allied	The objective of industrial training in Semester VI of B B A programme is to give them perspectives about the organization and functioning in the following areas of management:	CO1: Understand in depth to fill the gap between theory and practical through internship
				CO2: Understand in detail functioning of a specific area of management thoroughly in the organization unit they are taking their internship
				CO3: Specify the details in depth and able to communicate effectively
				CO4: Learn in detail and able to absorb as an employee by the employer
				CO5: Specify and analyse the components of project report and prepare the report effectively
6	Business Law- II	Foundation	Though Knowledge of Law	CO 1: Know the meanings of Contingent Contract and Quasi Contract.
				CO 2: Understand the concept of The Rules of payment of wages and Safeguards in payment of minimum wages
				CO 3: Know about the rights of the consumers and protection available under various councils and Redressal Agencies
				CO 4: Understand the concept of Bills of Exchange, Cheque, Promissory Notes, Endorsement and its provisions
				CO 5: Know the provisions related to Holder and Holder in Due Course
7	Advanced Marketing Management – II	Elective	Marketing theories and practices across the globe are drastically changing. Course contents of Advanced Marketing Management- II contains varied areas/topics such as rural marketing, retailing, international marketing, and so forth which are integral part of modern marketing activities. The paper is aimed at helping students understand how companies manage their varied marketing operations in rapidly changing business environment.	CO 1: In-depth understanding of branding, packaging and labelling were done using appropriate teaching methods.
				CO 2: Several practical case studies were taught so that their understanding in practical aspect of rural as well as service marketing.
				CO 3: International marketing and new era of marketing were also explained.
				CO 4: After sales services were discussed along with special reference to modern marketing.
8	Advanced Financial Management – II	Elective	To help students to understand the conceptual frame work of financial management and its applications under various environmental constraints.	CO 1: Understand Investment analysis, through a proper understanding of risk and return involved in a specific investment.
				CO 2: Identify investment opportunities and appraise the same.
				CO 3: Learn the effects of Merger & Acquisition
				CO 4: Understand Portfolio management in detail and have basic knowledge about institutional finance.
9	Advanced Human Resource Management – I	Elective	The course contents of this paper are aimed at increasing students' awareness to fundamentals of OB and its application in HR Practices within and outside the country.	CO 1: This unit explains the concepts of Organizational Behaviour, its various disciplines, challenges, organizational culture etc.
				CO 2: This unit is all about Motivation and Leadership concepts, its importance and various theories of it.
				CO 3: This unit is about organizational change and development at workplace.
				CO 4: This unit is about Organizational conflict and conflict resolution techniques.
				CO 5: This unit is about various Emerging issues in Organizational Behaviour like Positive organizational behavior, International behavior, job satisfaction, high performance work practices, quality of worklife, employee empowerment.