



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"> • Academic excellence: 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. • Professional Excellence: The College motivates molds and prepares the students for positions of leadership in business organizations at the local, national and international levels. • Total commitment: 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. • Holistic Development: College provides exposure to learners in the latest trends in relevant branches of knowledge, competence and creativity to face global challenges. • Socially responsible Citizen: 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. • Value-based Development: To impart quality and need based education our objective is to sensitize the students to their changing roles in society through awareness raising activities.
PROGRAMME OUTCOMES (PO)	<ul style="list-style-type: none"> • 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.

	<ul style="list-style-type: none"> • 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. • PO -3: The all-inclusive outlook of the course offer a number of values 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.
PROGRAM SPECIFIC OUTCOME (PSO)	<ul style="list-style-type: none"> • 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 • PSO – 2: Students will demonstrate progressive affective domain development of values, the role of accounting in society and business. • PSO – 3: Students will learn relevant financial accounting career skills, applying both quantitative and qualitative knowledge to their future careers in business. • PSO – 4: Students will learn relevant managerial accounting career skills, applying both quantitative and qualitative knowledge to their future careers in business. • PSO – 5: Learners will gain thorough systematic and subject skills within various disciplines of commerce, business, accounting, economics, finance, auditing and marketing. • 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. • PSO–7: Learners will be able to prove proficiency with the ability to engage in competitive exams like CA, CS, ICWA and other courses. • PSO – 8: Learners will acquire the skills like effective communication, decision making, problem solving in day to day business affairs • 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.

	<ul style="list-style-type: none">• PSO – 10: Learners can also acquire practical skills to work as tax consultant, audit assistant and other financial supporting services.• PSO -11: Learners will be able to do higher education and advance research in the field of commerce and finance.• PSO -12: Develop the ability to use accounting information to solve a variety of business problems.• 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.• 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.
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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
				5) Tense structure
2	Principles of Micro Economics - 1	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 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.
				4) Analyse the Production cost.
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	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) Understand Accounting Treatment of premium paid by the firm in different situations
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.	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	Students who successfully complete the course should --
				1) Have knowledge about computer basics
				2) Learn about different input output devices
				3) Comprehend Number System and Codes
				4) Have knowledge about Internet basics
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.	5) Practically work on MS Word and MS Excel
				Students who successfully complete the course should --
				1) Learn Accounting treatment for Professional Persons' Annual Accounts
				2) Understand Accounting treatments under Hire Purchase system
				3) Make Replacement Account
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.	4) Understand Methods of Inventory Valuation
				Students who successfully complete the course should --
				1) Understand the importance of Personnel Management and get knowledge regarding the role and duties of Personnel Manager.
				2) Apprehend the entire process of Manpower Search.
				3) Gains knowledge about Job Analysis, Job Description, Job Evaluation and Performance Appraisal
				4) Know the importance and methodology of Training.

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.
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.	4) Understand the importance of E-Commerce and learn the basics of M-Commerce.
				Students who successfully complete the course should --
				1) Learn Farm Accounting
				2) Understand Accounting treatments under Royalty 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.	3) Understand about Voyage Accounting.
				4) Understand of accounting of sales under installment system.
				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 LANGUAGE - 3	Core	The course intends to initiate the students in English language skill & the course intends to equip the students with language skills for business and commerce.	Students who successfully complete the course should get insight into --
				1) English in Practice - 2, Aravind R. Nair et. al., Cambridge University Press. 2016 (Unit 1 to 5 of the reading section) University Press.
				2) English Grammer - Transformation of sentences & Voices
				3) Vocabulary - Common abbreviations used in commerce common terms in everyday business
				4) Creative Writing – Composition/Comprehension, Resume/ Job Application, Expansion of an idea
2	PRINCIPLES OF MACRO ECONOMICS – 1	Core	This syllabus aims at making students aware of functioning of monetary theories and prevailing banking system in India and macro level stability.	Students who successfully complete the course should get insight into --
				1) Students learnt concepts of money, its functions, its components and it's changing relating significance and theories of value of money - quantity theory of money.
				2) Analyzed of Indian Banking System - Definition, types, Credit creation process of Banks, RBI - Functions & control by RBI.
				3) Keynesian Theory - 1 - Aggregate demand & Consumption function
				4) Keynesian Theory - 2 - Marginal efficiency of capital and employment theory
3	CORPORATE ACCOUNTING – 1	Core	To provide basic knowledge & skills to the students about Corporate Accounting principles and practices.	Students who successfully complete the course should --
				1) Students learns about "Final Account of the Company as per Compaines Act, 2013.
				2) Learning about the redemption of redeemable preference shares.
				3) learning about the Internal Reconstruction - Capital Reductions.
4	COST ACCOUNTING -1	Core	To familiar the students about Cost Accounting concepts, principles and their practical Application in the Decision-Making.	4) learning of Accounting of Underwriting Commission
				Students who successfully complete the course should ---
				1) Students learns about the beief concept of Cost-Accounting.
				2) Students learns about "Material Cost" - meaning, type techniques, process and practical sums.
				3) Students learns about "Labour Cost" - Meaning, Classification, Different wage systems, Labour turnover and practical sums.
				4) Students learns about "Contract Costing" - Meaning, characteristics, Special items, Types of Contract and practical sums.

5	INCOME TAX LAW AND PRACTICE - 1	Core	To provide basic knowledge and equip students with application of principles and provisions of Income-tax Act, 1961 and the relevant Rules.	Students who successfully complete the course should --
				1) Students learnt about introduction of Income Tax Act - 1961 & concepts of taxes.
				2) Analysed Residential status and Incomes exempted from Tax.
				3) Learning concepts of salary and its exceptions
6	BUSINESS COMMUNICATION - 1	Core	The course intends to initiate the students in English language. At the end of the course the students will acquire communication skill essential for business. The course intends to initiate the students in Business English.	4) House property and its exemptions.
				Students who successfully complete the course should --
				1) Students learnt about communication.
				2) Analyzed basic forms of communication - Verbal & Non-Verbal.
7	ACCOUNTING - 3	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.	3) Understanding the layout of business letter.
				4) Drafting business letters professionally.
				Students who successfully complete the course should --
				1) Students thorough concepts of - "Valuation fo Goodwill and Valuation of Shares".
8	BUSINESS MANAGEMENT – 3 (OFFICE MANAGEMENT)	Elective	The purpose of this course is to familiarize the students with the activities in a modern office and facilities provided to the staff working in the office, the working environment and the tools and equipment used in office.	2) Knowledge regarding operating costing of road transportation.
				3) Knowledge regarding profit prior to and after incorporation of company.
				Students who successfully complete the course should --
				1) Students learned concepts of Office & Office Management.
				2) Office Management - brief on Filing & Indexing and related matters thereof.
				3) Modern office equipment and office automation.
				4) Banking facilities.

Programme – Bachelor of Commerce – Semester - 4

Sr. No.	Name of the Course	Course Category	Objective of the Course	Course outcome
1	ENGLISH LANGUAGE - 4	Core	The course intends to initiate the students in English language skill & the course intends to equip the students with language skills for business and commerce.	Students who successfully complete the course should get insight into --
				1) English in Practice - 2, Aravind R. Nair et. al., Cambridge University Press. 2016 (Unit 6 to 10 of the reading section) University Press.
				2) English Grammer - Reported Speech and Conjunctions
				3) Vocabulary - Phrasal verbs (related to commerce)
				4) Creative Writing – Composition/Comprehension, Personal letters/ emails and Official letters
2	PRINCIPLES OF MACRO ECONOMICS – 2	Core	This syllabus aims at making students aware of some macro level issues and issues related international trade.	Students who successfully complete the course should get insight into --
				1) Students learnt concepts of Economic Fluctuation and Inflation.
				2) Students learnt concepts of Internal & International trade.
				3) Students learns about Balance of Trade and Balance of Payment and its deficit and reasons.
3	CORPORATE ACCOUNTING – 2	Core	To provide basic knowledge & skills to the students about Corporate Accounting principles and practices.	4) Exchange rate and International monetary and financial institutions.
				Students who successfully complete the course should --
				1) Students learns about Amalgamation of Companies and its accounting treatment as per Accounting Standard
				2) Learning about the Absorption of Companies.
4	COST ACCOUNTING - 2	Core	To familiar the students about Cost Accounting concepts, principles and their practical Application in the Decision-Making.	3) learning about the External Reconstruction.
				4) learning of Voluntary liquidation of Company.
				Students who successfully complete the course should ---
				1) Students learns about Unit-Costing - Element of Cost, Cost Sheet and Practical sums
				2) Students learns about Reconciliation of Cost & Financial Accounts.
				3) Students learns about "Process Costing".
				4) Students learns about "Job Costing" & "Batch Costing".

5	INCOME TAX LAW AND PRACTICE - 2	Core	To provide basic knowledge and equip students with application of principles and provisions of Income-tax Act, 1961 and the relevant Rules.	Students who successfully complete the course should --
				1) Students learnt about Income Tax Computation under the Head - Business or Profession.
				2) Learning concepts related with "Income under the head Capital Gains".
				3) Learning concepts of Income under the head Other-Sources
6	BUSINESS COMMUNICATION - 2	Core	The course intends to initiate the students in English language. At the end of the course the students will acquire communication skill essential for business. The course intends to initiate the students in Business English.	4) Learning concepts related with TDS, Advance Tax, Interest on Income Tax, Income Tax Authorities and organization of
				Students who successfully complete the course should --
				1) Students learnt about Types of communication - Upward / Downward, Horizontal / Diagonal
				2) Students learnt about Communication through technology like cell-phone, e-mail etc.
7	ACCOUNTING - 4	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.	3) Understanding the Effective Presentation/speech and preparation for Job-Interview.
				4) Drafting business letters professionally.
				Students who successfully complete the course should --
				1) Students thorough concepts of - "Accounting of General Insurance Company".
8	BUSINESS MANAGEMENT – 4 (INVENTORY MANAGEMENT)	Elective	The purpose of this course is to familiarize the students about the activities and awareness of Inventory Management principle and practices.	2) Get knowledge regarding Accounting of Insolvency Accounts under the provincial Insolvency Act 1920.
				3) Get knowledge regarding accounting of fire-claims under stock insurance policy.
				4) Get knowledge regarding accounting of fire-claims under consequential loss policy.
				Students who successfully complete the course should --
				1) Students learned concepts of Inventory Management
				2) Get knowledge about Material Purchase and Material receiving and inspection of goods.
				3) Get knowledge about Material Storage, Material Control and Material Handling.

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	Students who successfully complete the course should get insight into --
				1) 'Fusion- An Anthology for Advanced Learners' - by Board of Directors; Orient Blackswan
				2) Communication Skills
				3) Reading and Writing Skills
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	4) Proficiency in Language - Translation from English into Mother Tongue Translation from Mother Tongue into English - Press Release
				Students who successfully complete the course should get insight into --
				1) Student learnt PESTEL analysis.
				2) Students imparted recent trends in business environment
3	Management Accounting - 1	Core	To aware the students about the management accounting principles and practices	3) students learnt economic indicators like income and its correlation with business environment.
				4) Short note on savings and investment relationship and pattern of savings investment in last decades.
				5) conditions and reasons of unemployment and business opportunities along with problems of unemployment.
				Students who successfully complete the course should --
4	Principles of Auditing - 1	Core	To aware the students about the auditing principles and practices.	1) students learnt nature and meaning of management accounting.
				2) students conveyed comparative analysis between financial cost and management accounting.
				3) calculations of fund flow statement with reference to sources of funds and applications of fund
				4) calculations of ratio analysis (solvency ratios , liquidity ratios , turnover ratios)
				5) Concept and importance of break – even analysis with practical sums
5	Fundamentals of Statistics - 1	Core	To equip the students with research tools to apply in the research situations	6) Concepts of differential costing like sunk cost , opportunity cost and determinations of sales mix.
				Students who successfully complete the course should ---
				1) students gained knowledge regarding meaning and scope of audit.
				2) short note on internal check system and internal control.
				3) concepts and comparative bifurcation of vouching verification and valuation of assets.
				Students who successfully complete the course should --
				1) students were equipped with concepts and practical sums of correlation.
				2) students were equipped with concepts and practical sums of regression.
				3) fundamentals and theories of probability.
				4) sums of mathematical expression with context to discrete random variable and continuous random variable
				5) sums of mathematical expression and applications of binomial and normal distribution.

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
				4) Proficiency in Language -Comprehension (of moderate difficulty level)
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.	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
				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
3	Management Accounting - 2	Core	To aware the students about the management accounting principles and practices	4) Brief concepts of privatization and disinvestment.
				5) Short note on planning commission and 5 year plan.
				Students who successfully complete the course should --
				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.
4	Principles of Auditing - 2	Core	To aware the students about the auditing principles and practices.	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 & 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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Jamnagar**

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

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

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.	CO 1: To understand basic knowledge of 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.	CO 2: To help them understand the theory of utility
			(3) To develop ability of students to apply principles, concepts and tools of economics.	CO 3: To develop the ability to understand theory of demand and supply and its elasticity with application
			(4) To develop/enhance ability of student to take accurate decisions on basis of knowledge of principles, concepts and tools of economics.	CO 4: To familiarize with structures of market
3	ELEMENTS OF BUSINESS MATHEMATICS	Elective	(1) To sharpen mathematical abilities in making Business Decision	CO1: To sharpen mathematical abilities in making Business Decision
				CO2: To equip the students' with knowledge of permutation and combination
			(2) Improve logical and reasoning abilities.	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	Principles of Marketing	Core	The objective of this course is to help the students understand the fundamental concepts and principles of Marketing and Marketing Management. The course will be useful to real understand basic marketing decisions, marketing practices and marketing environment. The topics in the course should be discussed in relations to real marketing practices within and outside India.	CO1 - Understand the term Modern Marketing
				CO2 - Understand the Product decisions & Pricing decisions
				CO3 - Learn the basics of Market promotion decisions.
				CO4 - Understand the Distribution Decisions.
2	Financial Management	Core	The objective of this course is to help the students understand the fundamental concepts and Finance & Financial Management.	CO1 - Learn in details about the nature and scope of financial management.
				CO2: Understand the concept Time Value of money
				CO3: Learn in depth about working capital concept in the financial management.
				CO4 - Understand in detail about the Investment Decisions
3	Human Resource Management	Core	(1) To familiarize learners with basic concepts of Human Resource Management. (2) To introduce emerging issues in the field of HRM.	CO5 - Understand in depth about Capital Structure.
				CO1 - Learn in details Human Resource Management
				CO2 - Learn in depth about Acquisition of Human Resource.
				CO3 - Learn about Training and Development.
4	Managerial Economics	Core	(1) To provide basic knowledge basic principles, concepts and tools of managerial economics. (2) To make enable students for understanding application/working of managerial economic theories, concepts and tools in real market conditions. (3) To develop/enhance ability of student to take accurate decisions on basis of knowledge of principles, concepts and tools of economics.	CO4 - Lean in details about Performance appraisal.
				CO5 - Understand about Employee Maintenance.
				CO1 - Understand managerial economics - meaning, definition, nature & scope.
				CO2 - Understanding about Demand forecasting - meaning, objectives, methods
				CO3 - Understand production analysis.
				CO4 - Cost analysis and Equilibrium of firm.

5	Entrepreneurship Development	Core	This course provides students with a solid introduction to the entrepreneurial process of creating new businesses, role of Creativity and innovation in Entrepreneurial start-ups ,manage family-owned companies ,context of social innovation and social Entrepreneurship and issues and practices of financing entrepreneurial businesses.	CO1 - Learn in depth about the Entrepreneurial Management
				CO2 - Learn about Creativity, Innovation And Social Entrepreneurship
				CO3 - Learn the details of Family Business And Entrepreneurship and financial management with regards to the business.
				CO4: Learn in depth about the Entrepreneurship Development Programme (EDPs)
6	Corporate Accounting	Elective	To develop conceptual understanding regarding corporate accounting system and to prepare financial statements with reference to Laws applicable in this respect.	CO1 - Understand about Issue, Forfeiture And Re-Issue Of Shares.
				CO2 - Learn about Redemption of Redeemable Preference Shares, and buy back of equity shares
				CO3 - Know the issue of bonus shares.
				CO4 - Know Issue and Redemption of Debentures
				CO5 - Have an insight into Final Accounts of Company.
7	Business Statistics	Elective	(1) To clear the Fundamental of Statistics (2) Improve Logical Abilities (3) To develop Research Aptitude	CO 1: Learn the basics of Linear Correlation
				CO 2: Understand Linear Regression.
				CO 3: Learn about Probability and Probability Distribution
8	Personality Development & Communication Skills	Foundation	(1) To develop students soft skills (2) To hone students communication skills (3) To equip the students with skills and competence which will assist them in their career	CO1 - Text - 'English and Soft Skills' – By S P Dhanavel, Publication: - Orient Black Swan ISBN: - 978-81-250-3980-8 (Unit 1 to 5 from the text).
				CO2 - Communication - Complain and Adjustment & Press Release
				CO3 - Import and Export terminology .
				CO4 - Grammar: Modal auxiliaries

Programme – Bachelor of Business Administration – Semester - 4

Sr. No.	Name of the Course	Course Category	Objective of the Course	Course Outcome
1	Contemporary Issues in Marketing	Core	The objective of this course is to help the students understand the fundamental concepts and principles of Marketing and Marketing Management. The course will be useful to real understand basic marketing decisions, marketing practices and marketing environment. The topics in the course should be discussed in relations to real marketing practices within and outside India.	CO1 - Understand Market Segmentation And Market Targeting.
				CO2 - Understand the Consumer Behaviour And Buying Process.
				CO3 - Learn the basics of Marketing Research and Sales Force Management.
				CO4 - Understand the Aspects of Marketing Environment.
2	Corporate Finance	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 details about the Financing Decisions.
				CO2: Understand the concept Working Capital Management.
				CO3: Learn in depth about working capital concept in the financial management.
				CO4 - Understand in detail about Cost of Capital, Capitalization & Leverages.
				CO5 - Understand in depth about Dividend Decision.
3	Organisation Behaviour	Core	Organisational Behaviour (OB) is an integration and application of behaviour sciences to work situations. Management students are expected to have basic knowledge of Organisational Behaviour (OB). The syllabus of this subject is designed to provide valuable inputs for understanding, reasoning, predicting, molding, and controlling human behaviour. Various topics and theories have been incorporated to relate the subject to real-world problems and issues.	CO1 - Learn about the basic of Organisation Behaviour
				CO2 - Learn in depth about Understanding Individual Behaviour.
				CO3 - Learn about Dynamics Of Groups And Teams.
				CO4 - Lean in details about Basic Leadership And Motivation Theories.
				CO5 - Understand about Positive Organisational Behaviour.
4	Economics for Business Decision	Core	(1) To provide basic knowledge basic principles, concepts and tools of managerial economics. (2) To make enable students for understanding application/working of managerial economic theories, concepts and tools in real market conditions. (3) To develop/enhance ability of student to take accurate decisions on basis of knowledge of principles, concepts and tools of economics.	CO1 - Understand Competition analysis.
				CO2 - Understand about Pricing policies
				CO3 - Understand Price differentiation.
				CO4 - Capital budgeting and its methods.

5	Advanced Corporate Accounting	Elective	To develop conceptual understanding regarding corporate accounting system and to learn how to make analysis and interpretation of accounting information.	CO1 - Understand about Managerial Remuneration.
				CO2 - Learn about Underwriting Commission
				CO3 - Know the Analysis and interpretation of Financial Statements.
				CO4 - Know Valuation of Goodwill and Shares
				CO5 - Have an insight into Economic Value Added concept
6	Statistics for Business Decision	Elective	(1) To clear the Fundamental of Statistics (2) Improve Logical Abilities (3) To develop Research Aptitude	CO 1: Learn the basics of Statistical Decision Theory.
				CO 2: Understand Statistical Quality Control & Business Forecasting.
				CO 3: Learn about Large Sample Test (Z- Test) & Small Sample Test (T-Test & F-Test)
7	Corporate Communication	Foundation	(1) To develop students soft skills (2) To hone students communication skills (3) To equip the students with skills and competence which will assist them in their career	CO1 - Text - 'English and Soft Skills' – By S P Dhanavel, Publication: - Orient Black Swan ISBN: - 978-81-250-3980-8 (Unit 6 to 10 from the text).
				CO2 - Communication - Share Market Reports - comprehension, Drafting of Advertisements and Collection Letters
				CO3 - Grammar - Reported Speech
8	Practical Studies	Practical	The objective of industrial training in Semester IV of B B A programme is to give them perspectives about the organization and functioning of Marketing Management, Human Resource management, Financial management, Accounting.	CO1 - Industrial Training Report - General Instructions For Preparation of Report
				CO2 - Industrial Training Report - Area Of Study And Contents Of Report

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
				CO 5: Learn the in depth concept of Responsibility Centers and its importance.
3	Business Environment- II	Core	The basic object of the course is to provide knowledge of business environment component 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- II	Core & Allied	To develop conceptual understanding regarding Direct Tax Laws and to prepare Returns and make them introduced with assessment procedure.	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.



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) Master of Commerce (M.Com)	
OBJECTIVES	<ul style="list-style-type: none"> • Professional brilliance - The College makes learners employable with the financial and commerce acumen who can contribute to the society. • Value additions - The institute provides exposure to the students in not only imparting quality education but also harnessing value added knowledge that helps in developing personality and character formation. • Overall development - The College with its myriad range of activities, events and competitions aim at all round development of the learners.
PROGRAMME OUTCOMES (PO)	<ul style="list-style-type: none"> • PO 1 - The Masters of Commerce curriculum offers a number of specializations and practical exposures which would help the learners survive and succeed in the competitive era. • PO 2 - To develop entrepreneurial skills and employability skills that would be of prime importance at various avenues of the business. • PO 3 - To develop critical and analytical thinking.
PROGRAM SPECIFIC OUTCOME (PSO)	<ul style="list-style-type: none"> • POS-1 Through this Programme student can have the capability of becoming accountant in corporate sector. Accounting practices, corporate administration, tax assessment, marketing and managerial application etc. are directly exposed to the students of the department of commerce. Further students will be taken to various industries and market for practical exposure and employability orientation.

	<ul style="list-style-type: none"> • POS-2 Keeping in view of an urgent need to treat commerce discipline at par with science for its proper development and growth, at the post-graduate level, five major areas, i.e., M. Com (Accounting), M. Com (Finance & Banking), M. Com (Marketing), M.Com (Human Resource Management), M.Com (Statistics) are the basis for developing the courses. • POS-3 Through this Programme the student can have the ability of under taking the research in the area of finance, marketing, human resource etc. • POS-4 It will contribute to national development through dissemination of specialized knowledge and skills. • POS-5 Students of all post-graduate general degree in Commerce (M.Com) Programmes at the time of post-graduation will be able to have knowledge and skill of developing them self as business entrepreneur, business analyst and teaching faculty. • POS-6 Through this Programme the student can have the ability of becoming financial managers, financial advisor in business world. • POS-7 Through this Programme the student can have the ability of portfolio, consultant, and managers in capital market. Further he can independently operate in stock exchange.
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Programme – Master of Commerce – Semester - 1

Sr. No.	Name of the Course	Course Category	Objective of the Course	Course outcome
1	Business Research	Core	To equip and orient the students towards research.	<p>Students who successfully complete the course should get insight into --</p> <p>1) Develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling.</p> <p>2) Have basic knowledge on qualitative research techniques</p> <p>3) Have adequate knowledge on measurement & scaling techniques as well as the quantitative data analysis</p> <p>4) Have basic awareness of data analysis-and hypothesis testing procedures</p> <p>5) Have basic awareness of stateistical quality control techniques</p>
2	Managerial Economics	Core	This course develops managerial perspective to economic fundamentals as aids to decision making under given environment constraints as well as to equip and orient the students towards the concepts and practices of economics in managerial aspects.	<p>Students who successfully complete the course should get insight into --</p> <p>1) Understand the roles of managers in firms & Understand the internal and external decisions to be made by managers</p> <p>2) After completion of subject students are able to relate concept of Demand, Supply & production with the real situaion and impact of the same on prices.</p> <p>3) Have basic awareness of Price Determination Under Different Market Conditions.</p> <p>4) Brief concepts of privatization and disinvestment.</p> <p>5) Short note on planning commission and 5 year plan.</p>
3	Accounting for Management	Core	The objective of this course is acquainting students with the accounting concepts, tools and techniques for managerial decisions.	<p>Students who successfully complete the course should --</p> <p>1) After completion of subject student got concepts likeBudgeting and Budgetary Control, Decision Analysis under Differential Costing, Decision Analysis under Marketing Strategies and various Emerging Issues like Value Analysis and Value Chain Engineering, Life Cycle Costing & Quality Costing.</p> <p>2) Practical sums of functional budgets and master budget and its theoretical utility.</p> <p>3) Have basic awareness of Marginal & Differential Costing and its utility.</p> <p>4) Have basic awareness of Managerial Accounting Application of Decision analysis and Marketing Strategies.</p>
4	Financial Management & Policy	Core	To make students understand various issues involved in financial management of a firm and equip them with advanced analytical tools and techniques that are used for making sound financial decisions and policies.	<p>Students who successfully complete the course should ---</p> <p>1) Student learnt and develop understanding of the overall role and importance of the finance function.</p> <p>2) Demonstrate basic finance management knowledge.t.</p> <p>3) Have develop basic awareness of various concepts like Capital Budgeting, Capital Structure & Dividend Policy and its utility.</p>
5	Management of Self & Career	Core	This course aims to enable the students' understanding about the concepts of personality/self and appreciate the need for personality/ self development as well as managing their careers using through it.	<p>Students who successfully complete the course should --</p> <p>1) student learnt to manage their own careers, in general,and prepare for the job search process, in particular.</p> <p>2) Determine a career path that best suits their values, interests, personality, and skills</p> <p>3) Identify factors influencing employees and their careers.</p> <p>4) Have basic awareness of various topics like Self Identification and Self Assessment, Advising and CounsellingPersonality Development and Career advancement etc.</p>

Programme – Master of Commerce – Semester - 2

Sr. No.	Name of the Course	Course Category	Objective of the Course	Course outcome
1	Legal Aspects of Corporate Business	Core	The course aims to acquaint the students with knowledge and understanding of major business laws	Students who successfully complete the course should get insight into --
				1) Develop understanding on various prevailing laws in India.
				2) Have basic knowledge on societies - Trusts & Intellectual Property related laws.
				3) Have basic knowledge about Competition and Consumer Protection laws.
				4) Have basic awareness of Law Relating to Information
				5) Have basic awareness of Law relating to Pollution Control & Environmental Protection
2	International Business	Core	The purpose of this course is to acquaint the students with nature, scope, structure and operations of international business and familiarize them with trends and developments in International Business Environment and policy framework.	Students who successfully complete the course should get insight into --
				1) Understand the overall operations of international business.
				2) Have knowledge of International Trade mechanism
				3) Have basic awareness of International Economic Institutions & Financial Environment.
				4) Brief concepts of Regional Economic Integration.
3	Corporate Financial Reporting	Core	The objective of this course is acquainting students to strengthen the knowledge and practice of preparing and presenting different kinds of corporate financial reporting in an analytical way with the accounting concepts, tools and techniques.	Students who successfully complete the course should --
				1) After completion of subject student got conceptual clarity about Corporate Financial Reporting.
				2) Practical sums of functional budgets and master budget and its theoretical utility.
				3) Have develop knowledge about Financial Statement Analysis and Interpretation and its utility.
				4) Have basic awareness of Inflation Accounting and Value Added Accounting & Reporting.
4	Marketing Management	Core	To familiarize the students with the basic concepts and principles of marketing and to develop their conceptual and analytical skills to be able to manage marketing operations of a business firm.	Students who successfully complete the course should ---
				1) Student learnt and develop understanding of various concept of the marketing function.
				2) Have develop understanding about Product and Pricing Decisions.
				3) Have develop knowledge about Distribution Decisions.& Promotion Decisions
5	Global Strategic Management	Core	To help students to understand strategy making process that is informed integrative and responsive to rapid changes in an organization's globally oriented environment with understanding the tasks of implementing strategy in a global market.	Students who successfully complete the course should --
				1) student learnt to formulate and implementing strategy in a global market
				2) Have develop knowledge about Environmental Analysis and importance of the in formulating strategy.
				3) Have develop knowledge about Strategic Choice, Strategy Implementation and Control techniques