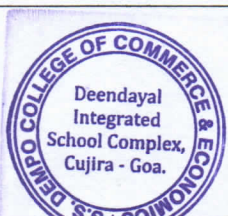


DCT's
S. S. DEMPO COLLEGE OF COMMERCE AND ECONOMICS
Cujira, Bambolim-Goa

**PROGRAMME OUTCOMES, PROGRAMME SPECIFIC OUTCOMES
AND COURSE OUTCOMES**

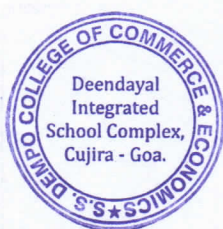
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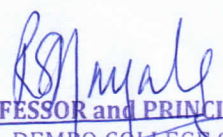
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PROGRAMME OUTCOMES

(I) BACHELOR OF COMMERCE (BCom Hons)

On completion of the three-year Bachelor's Degree in Commerce (BCom Hons)

Programme the learner will be able to:

1. Demonstrate a general understanding of the fundamental areas of accounting and finance, marketing, economics, business management, information systems, communication, law and quantitative methods.
2. Exhibit analytical and professional skills with the application of relevant tools and methods for building better business insights and effective business planning.
3. Develop skills to provide alternate solutions for a sustainable business environment.
4. Apply effective communication and interpersonal skills for managing organizational transactions and business correspondence.
5. Conduct surveys and prepare project reports in the area of finance, business management and banking, as well as develop entrepreneurial skills.
6. Imbibe and apply the values for ethical business practices.
7. Gain lifelong learning and be agents of social change.

(II) BACHELOR IN BUSINESS ADMINISTRATION (BBA)

On completion of the programme, the student will be able to:

1. Exhibit an understanding of broad business concepts and principles.
2. Demonstrate the competencies required to undertake managerial jobs.
3. Apply cross functional business knowledge and technologies in solving real world business Problems.
4. Display behavioural skills (e.g., communication, decision making, time management, Negotiations) in business interactions.
5. Recognise and resolve ethical issues in business.
6. Initiate and build entrepreneurial ventures
7. Develop perspective about global environment including cultural, social and sustainability issues.

(III) MASTER OF COMMERCE (MCom)

On successful completion of MCom programme, students will be able to:

1. Define accounting, finance and management concepts required to be implemented while pursuing academic or professional careers
2. Interpret business-related problems with the help of qualitative and quantitative research techniques and methods
3. Execute effective communication skills and be able to work ethically in teams as a result of group dynamics
4. Appraise real life situations by using problem analysis skills and knowledge.
5. Reflect on research knowledge and aptitude acquired during study for solving socially relevant problems.
6. Assess the role and applicability of knowledge acquired in the context of society, environment and sustainable development.
7. Facilitate lifelong learning, demonstrate empathetic social concern and contribute to the development of the nation, by creating awareness on various issues.

(IV) INTEGRATED MASTER OF COMMERCE (IMCom)

On successful completion of IMCom programme students will be able to:

1. Demonstrate In-depth knowledge in different disciplines of commerce
2. Develop business acumen, managerial skills and abilities required to manage activities across various forms of organization
3. Develop effective communication skills and build confidence to face the challenges of the corporate world
4. Develop critical thinking, problem solving skills and analytical skills to derive logical conclusions
5. Correlate with industry expectations and prepare learners for employment in functional areas
6. Construct proficiency required to appear in Professional examinations like CA, CS, CMA, CFA, ACCA and other such courses
7. Inculcate moral values and professional code of ethics that enable students to become a responsible citizen

(V) MASTERS OF TOURISM AND TRAVEL MANAGEMENT (MTTM)

On successful completion of the MTTM Programme, students will be able to:

1. Identify entrepreneurship opportunities in the business of tourism, aviation and subsidiary systems.
2. Develop innovations in travel and tourism products.
3. Analyse international tourism impacts linked with heritage, aviation, hospitality including health and wellness tourism.
4. Formulate sustainable tourism policies for tourism stakeholders.
5. Resolve air fares and ticketing exchange issues.
6. Apply quantitative and qualitative concepts and skills to address airport operations issues.
7. Generate revenue for tourism destinations using effective destination management techniques.

(VI) POST GRADUATE DIPLOMA IN MANAGEMENT – EVENT MANAGEMENT (PGDM-EM)

On successful completion of PGDM-Event Management programme students will be able to:

1. Apply managerial skills to professionally design, plan and execute events.
2. Identify best practices in the development and delivery of successful events for individuals and business organizations.
3. Identify key elements of event budget and event financing for varied types of events.
4. Demonstrate effective communication skills for managing events transactions and business correspondence.
5. Evaluate event performance and develop contingency plans for future events
6. Apply ethical business practices for management of events
7. Develop and build entrepreneurial ventures

PROGRAMME SPECIFIC OUTCOMES

(I) BACHELOR OF COMMERCE (BCom Hons)

(A) Department of Commerce

1. Explain the fundamental concepts and Principles of Accounting & Finance and Business Management
2. Discuss and apply techniques of financial management, tax planning, marketing, Human Resource Management, costing and stock market operations.
3. Develop an understanding of financial statements analysis and business and cost management strategies
4. Discuss the impact of acquired knowledge in various fields of commerce, innovation and society. Entrepreneurship, Placement and Higher education

(B) Department of Economics

1. Enable the students to understand the fundamental economics concepts, principles and theories relating to Managerial and Micro economics, Economics of Resources, Public Finance, Monetary and International Economics, Banking and Insurance.
2. Facilitate the application and analysis of different methods of calculating costs and profits, capital budgeting and evaluate the projects, analysing central and state government budget, measures of money supply and foreign investments and balance of payments.
3. Evaluate course related data and information with respect to relevant economic issues through appropriate research techniques.
4. Design and create different strategies to enable public policy making.

(C) Department of Business Laws

1. Gain basic knowledge of the basic corporate laws such as contract act, companies act, negotiable instruments act, and intellectual property rights and explain the rights and duties of parties under these laws.
2. Understand arbitration and conciliation as an alternative means of settling disputes

and different types of intellectual property rights.

3. Understand the different types of negotiable instruments and conditions, warranties and rights of an unpaid seller of goods.
4. Apply basic skills in drafting significant business and legal documents/contracts pertaining to affairs of the company, sale of goods and intellectual property rights.

(D) Department of English

1. Explain the concept of human communication, kinds of communication and distinguish between intra-personal, inter-personal, group and mass communication.
2. Demonstrate speaking skills through conversations, role plays, individual speeches and presentations
3. Apply the techniques learned to conduct interviews, plan and execute meetings, create blogs and social media posts.
4. Create story boards, record and edit audio-video footage to create a digital story.

(E) Department of Mathematics and Statistics

1. Apply different concepts in Calculus, Matrices, Determinants, Mathematical Logic, Index Numbers, Time Series and Numerical Techniques to various economic and business problems.
2. Interpret and apply concepts of correlation, regression, probability, sampling and testing of hypothesis in decision making and business research.
3. Understand concepts in coordinate geometry and use them to model Linear Programming Problems.
4. Analyse concepts in measures of central tendency and measures of dispersion and improve the ability to modify an existing statistical technique to obtain better results.

(F) Department of Environmental Studies

1. Explain the basic concepts of environmental studies
2. Discuss the multidisciplinary nature of environmental studies and its application in different ecosystems and socio-economic set up.
3. Understand the concept of biodiversity and its conservation, environmental pollution and social issues

4. Analyse the different concepts of natural ecosystems, biodiversity at local, national and global levels, different types of pollution, growth in human population and social issues concerning the environment to improve the quality of the environment and its conservation.

(G) Department of Information Technology

1. Explain and discuss basic concepts of Information Technology, Networks, E-Commerce, Cyber safety
2. Apply practical skills in data capture, analysis, business presentation, report formatting, efficient search techniques and online collaboration tools.
3. Analyse data from annual reports of companies and banks.
4. Design Static web pages, Database and prepare Mini ERP project report for a given case study.

(II) BACHELOR OF BUSINESS ADMINISTRATION (BBA)

On completion of the programme, the student will be able to:

1. Derive conceptual clarity of various functional areas of an organisation and derive practical learning through summer internship, industrial visits etc.
2. Analyse and interpret data which is used in decision making
3. Demonstrate behavioural skills like oral, written communication, team work etc.
4. Demonstrate analytical and problem-solving skills through core and elective areas of specialization in Finance, Human Recourse, and Marketing to solve business issues.

(III) MASTER OF COMMERCE (MCom)

(A) Accounting and Finance

1. Define advanced accounting concepts and apply accounting knowledge with regards to latest developments in the field of accounting.
2. Prepare learners to undertake managerial roles by imparting theoretical knowledge in specialized fields like accounting, finance and taxation for managing business units.

3. Appraise business and finance-related problems with the help of research methods and techniques.
4. Develop capabilities to pursue career in professional areas finance and allied domains

(B) Business Management

1. Define concepts in advertising, marketing, HRM and entrepreneurship
2. Apply fundamental knowledge in identifying problems while managing business units
3. Solve business related problems using research methods and techniques
4. Develop capabilities to pursue career in areas of management, entrepreneurship and international business

(IV) INTEGRATED MASTER OF COMMERCE (IMCom)

On completion of the programme, the student will be able to:

1. Enumerate comprehensive knowledge and conceptual clarity in various fields of commerce
2. Apply knowledge, theories, methods, and practices to address real- world challenges and opportunities
3. Analyse business data and apply relevant analysis for effective problem solving
4. Develop competent professionals with strong subject skills, ethical values, capable of assuming a pivotal role in various sectors of the Economy and Society

(V) MASTERS OF TOURISM AND TRAVEL MANAGEMENT (MTTM)

On completion of the programme, the student will be able to:

1. Apply industry systems skills to provide technical travel solutions to tourist.
2. Develop multiple GDS compatibility by using comparative analysis and implementation methods.
3. Develop an entrepreneurial mind-set to identify new business opportunity.
4. Inculcate innovative thinking that complements the tourism and travel industry requirements

(VI) POST GRADUATE DIPLOMA IN MANAGEMENT – EVENT MANAGEMENT (PGDM-EM)

On completion of the programme, the student will be able to:

1. Explain the fundamental concepts and theories related to different types of events.
2. Apply techniques of industry specific software and design event specific creatives.
3. Develop and apply event production techniques through field experience, identify the different types of material used in events.
4. Discuss the impact of the acquired knowledge during internships and gaining experiences.

COURSE OUTCOMES

(I) BACHELOR OF COMMERCE (BCom Hons)

SEMESTER I

GENERAL MANAGEMENT (CC 1)

On completion of the course, the students will be able to:

1. Enumerate the steps in decision making process, creativity process, change process, conflict management process and supply chain process. Identify the reasons for change, and the reasons for resistance to change.
2. Explain the concept of management, decision making, managing change, conflict management, organisational conflict. Summarise the functional areas of management and the modern approaches to management. Discuss the emerging areas in management.
3. Compare Management and Administration, compare Japanese, American, European styles of management. Classify the levels of management.
4. Recommend measures to overcome resistance to change and measures to manage stress.

FINANCIAL ACCOUNTING (CC 2)

On completion of the course, the students will be able to:

1. Recall meaning of single entry, depreciation, share capital, terms of issue of share, buy back of shares, and redemption of preference shares.
2. Explain the conversion method for computing profit or loss under single entry system. The computation of depreciation under Sinking Fund method, Insurance Policy method, Annuity method, Machine Hour Rate method, Service Hour method, Depletion method, Revaluation method, Sum of Digits method. accounting entries for issue of shares at par/premium (considering under subscription, oversubscription, pro rata allotment), forfeiture and re-issue of forfeited shares, issue of bonus shares and right shares, buy back of equity shares and redemption of preference shares.
3. Construct final accounts under conversion method of single entry, ledger A/cs under Sinking Fund method, Insurance Policy method, change in method of depreciation (from Straight Line method to Reducing Balance method or vice-versa.), accounting entries for issue of shares, buy back of equity shares and redemption of preference shares.
4. Create an optimum plan for buy back of equity shares and redemption of preference shares for a company.

MICRO ECONOMICS (CC3)

On the completion of the Course the student would be able to:

1. Understand and explain the concepts of Demand, Supply, Marginal and Average Revenue, Indifference Curve, Isoquant and list various short and long run costs of production.
2. Evaluate numerical problems on Elasticity of Demand and cost of production, demand elasticities, forecasts, impact of costs on revenue and significance of equilibrium price and output in different markets.
3. Classify different Market Structures and analyse price and output under short and long run in these market structures.

4. Compile and construct data for Individual and Market demand and estimate demand, adapt different cost, pricing and production policies in different markets.

COMMERCIAL ARITHMETIC I (CC 4)

On completion of this course, the student will be able to:

1. Understand set theory operations, concepts and associate the applications of arithmetic, geometric progressions to practical situations.
2. Relate determinants and matrices examples to business problems, apply arithmetic to a variety of problems found in the banking sector, including simple and compound interest, annuities and EMI using various methods.
3. Construct logical truth tables and analyse the validity of an argument.
4. Solve the problems in the areas of permutations, combinations and its applications.

MARKETING MANAGEMENT (GE 1)

On completion of the course students will be able to:

1. Enumerate the new product development process, list the reasons for product failure, for new product development, recognize the essentials of a good brand name, and packaging, Identify the branding strategies, the factors influencing pricing and choice of channels of distribution
2. Explain the concepts/meaning of marketing, product planning, product life cycle, branding packaging, pricing, advertising, sales promotion, personal selling and physical distribution.
3. Differentiate between the stages of product life cycle, the pricing methods, the pricing policies, the types of distribution channels and distribution channel policies.
4. Choose the tools of sales promotion and the tools of public relations.

PRINCIPLES AND PRACTICE OF ACCOUNTING (GE1)

At the end of the course students will be able to:

1. Recall all the concepts and conventions of accounting
2. Explain the accounting standards: AS-2, AS-4, AS-26 and AS-29, contemporary issues in accounting and framework for the preparation and presentation of financial statements.

3. To apply the AS-2, AS-4, AS-26 and AS-29 in Preparation of financial statements and construct financial statements by incorporating price level changes.
4. To examine the effect of Price Level Changes on financial position and evaluate the CSR practices followed by different companies.

BANKING I (GE 1)

On the completion of the Course the student would be able to:

1. To understand the concept of banking and list the different types of banks, the different systems of banking and the evolution of banking in India
2. To Identify and explain the importance of different types of deposits and lending, principles of lending, procedure involved in opening of deposit accounts.
3. Analyse different types of customers, various accounts and banking operations.
4. Appraise varied retail products in banking and Evaluate significance of Customer Relationship Management in Banking and customer relationship building strategies

PRINCIPLES OF INSURANCE (GE 1)

At the end of the course, students will be able to:

1. Explain the concepts of Risk, Uncertainty, Life Insurance, General Insurance, Reinsurance, and Risk Management.
2. Explain the principles of Insurance, IRDA Act 1999, the procedure for issuing life policies, types of Life Insurance policies, and the process and methods of Risk Management.
3. Compare different Life and General insurance policies.
4. Evaluate the Pradhan Mantri Jeevan Jyoti Yojana 2015 and Pradhan Mantri Suraksha Bima Yojana 2015.

COMPUTER APPLICATIONS I (GE 1)

On completion of this course, students should be able to:

1. Understand the essential Information Technology concepts and Emerging Technologies.
2. Analyze data using spreadsheet application, Use salient features of word processing application and various multimedia and presentation tools.

3. Understand and describe the various applications Cloud computing, IoT, Mobile Computing and Virtual Reality.
4. Create data capturing forms for different kinds of survey and use Online Collaboration tools and understand advanced internet surfing techniques.

SPOKEN ENGLISH (AECC 1)

At the end of the programme, learners will be able to:

1. Recall and express ideas and opinions clearly and coherently.
2. Describe a visual or an object and narrate an experience with descriptive detail
3. Engage actively in group discussions and present the outcome confidently to an audience.
4. Disagree, argue and use persuasive speech in appropriate language.

ENVIRONMENTAL STUDIES I (AECC 2)

At the end of the programme, learners will be able to:

1. Know the definition, meaning, importance of environmental studies. List the various types of natural resources. Learn the role of an individual in conservation of natural resources.
2. Discuss the various types of ecosystems, the methods of biodiversity and its conservation
3. Understand and analyse concepts of forest ecosystem, grassland ecosystem, desert ecosystem, aquatic ecosystem, along with the structure and functions. The hotspots of biodiversity and threats to biodiversity along with its conservation.
4. Analyse concepts of equitable use of resources for sustainable lifestyles. The importance of different ecosystems in the environment. The role of biotechnology in conservation of biodiversity.

SEMESTER II

INTRODUCTION TO MARKETING (CC5)

On completion of the course students will be able to:

1. Identify the environmental factors affecting the marketing environment, factors influencing consumer buyer behaviour, the areas in physical distribution, List the bases for segmenting markets.
2. Explain the concepts of market, marketing, marketing environment, market segmentation, marketing mix, consumer behaviour, consumerism, direct marketing. Discuss the social aspects of marketing and the global marketing entry strategies.
3. Categorise the kinds of goods, Explain marketing research and its importance.
4. Plan the selection, training, and compensation with respect to sales force.

FINANCIAL STATEMENT ANALYSIS AND INTERPRETATION (CC6)

On the completion of the Course the student would be able to:

1. List Capital and Revenue items, Assets and Liabilities and different techniques of Financial Statement Analysis and Interpretation (FSAI).
2. Explain the techniques Common size statement, comparative statement, trend, ratio analysis, economic value added and cash flow statement.
3. Analyse financial Statements with respect to liquidity, solvency, capital structure, profitability and managerial effectiveness.
4. Judge the financial soundness of the entities using FSAI Techniques for business decision making.

MANAGERIAL ECONOMICS (CC7)

On the completion of the Course the student would be able to:

1. Understand the concepts of Managerial economics like pricing methods, breakeven analysis, capital budgeting and cost of capital.
2. Apply and crucially analyse the various methods of pricing, kinds of profit, types of projects, sources of funds for financing projects and sources of business risks with mathematical analysis,
3. Evaluate the effectiveness of pricing, profit and investment strategies in different market conditions.
4. Design a pricing, profit and investment strategy.

COMMERCIAL ARITHMETIC II (CC8)

On Completion of this course, the student will be able to:

1. Understand how to model Linear Programming Problems and use it to increase profit, decrease operational costs.
2. Apply the concepts of Derivatives, Partial Derivatives and Integration to economics related problems.
3. Make assumptions which are necessary for solving various word problems of Ratio, Proportion, Percentage, Discount and solve them by using mathematical expressions.
4. Explain
 - a) cost function, revenue function, price elasticity of demand, maxima and minima by using Derivatives
 - b) consumer's surplus and producer's surplus by using Integration
 - c) the applications of slope a line in Coordinate Geometry

BUSINESS COMMUNICATION I (AECC 3)

At the end of the programme, learners will be able to:

1. Write and deliver an effective speech with appropriate body language and audience engagement.
2. Make a confident presentation with appropriate software incorporating basic principles of slide design.
3. Draft a notice, agenda and minutes of a meeting and conduct an effective meeting.
4. Use social media to communicate effectively incorporating right etiquettes.

ENVIRONMENTAL STUDIES II (AECC 4)

On completion of the course the student will be able to:

1. Know the definition, meaning, importance of environmental pollution. List the various types of pollutions and measures to control it. Learn the role of an individual in prevention of pollution.

2. Discuss the various types of wastes, the methods of waste management, the types of disasters- disaster mitigation and management.
3. Understand and analyse concepts of unsustainable and sustainable development, environmental ethics, population growth and environment. Mass tourism and its effect on environment.
4. Analyse concepts of environment conservation acts. The role of information technology in environment and human health. The importance of sustainable tourism.

COMPUTER APPLICATIONS II (GE2)

On completion of this course, students should be able to:

1. Understand the concepts of Computer Networking, data communication, E-commerce and applications, need and importance of cyber law in the society.
2. Apply and prepare students to adopt safe practices of cyber Safety and Security for social media usage, E-Commerce transactions and various communication devices.
3. Analyze E-Commerce technology for business applications.
4. Create awareness about the online threats and frauds in the society.

BANKING II (GE2)

On the completion of the Course the student would be able to:

1. Define Banker Customer relationship, Special features of banker-customer, Banker's Rights.
2. List Assets and Liabilities of a Bank, Revenue and Expense of a Bank. Construct Financial Statements of banks and find the performance ratios.
3. Analyse conventional and modern methods of fund transfer, banking payment intermediaries, emerging trends in banking communication
4. Assess the Reforms in banking sector, classify negotiable instruments Negotiable Instruments and its types.

PRACTICE OF INSURANCE (GE2)

At the end of the course, students will be able to:

1. Explain the concepts of Grace days, Nomination, Assignment, Surrender Value, Paid-up Value, Foreclosure, Insurance Agents, and Insurance Claim.
2. Explain the importance of Claim Management, Claim procedure for Life and General Insurance and the functions and responsibility of an agent.
3. Compare Traditional and Modern distribution channels in marketing Insurance and analyses different rural insurance policies.
4. Evaluate the Marketing strategies of insurance companies.

SERVICES MARKETING (GE 2)

On completion of the course students will be able to:

1. Define services, Identify the factors responsible for the growth of service sector, the factors affecting customer satisfaction, the variables of zone of tolerance. List the special issues of pricing in the service sector, states of customer satisfaction.
2. Explain the service components, marketing mix for services, customer expectation, Zone of tolerance, customer satisfaction, service triangle, service culture, gap model of service quality, service encounters, customer retention, service failure and recovery and service guarantees. Discuss the role played by customers in service delivery.
3. Differentiate between goods and services, classify types of services, types of customer expectation, service personnel, service processes, types of encounters.
4. Recommend strategies, to overcome gaps in service quality and for recovery in case of service failure.

SPECIALISED ACCOUNTING (GE 2)

On completion of the course the student will be able to:

1. Recall the concepts of insurance claim, voyage accounts, accounting for not-for-profit organizations and lease accounting
2. Explain the procedure to ascertain amount of insurance claim for loss of stock, voyage accounts prepared by shipping companies, accounts prepared by not-for-profit organisations and accounting for leasing.
3. Demonstrate the preparation of statement of insurance claim for loss of stock, complete and incomplete voyage accounts, preparation of Receipt and payment

account, Income and Expenditure account and Balance Sheet of not-for-profit organisations and accounts to be prepared in the books of lessor and lessee under lease accounting

4. Analyse and interpret the statement of insurance claims, income and expenses of voyage, statements prepared by not-for-profit organisations and accounts prepared under lease accounting.

SEMESTER III

BUSINESS FINANCE (CC 9)

At the end of the course students will be able to:

1. Describe the concepts of Business Finance, financial plan, fixed capital, working capital, capitalisation, capital structure, capital gearing and Trading on Equity.
2. Explain the importance of financial planning, Capital structure, theories of capitalisation, and the role of Business finance in an organisation.
3. Apply the principles of business finance, steps in financial planning, essential features of a good financial plan, theories of capitalisation, types of capital gearing and trading on equity for appropriate financial management in business.
4. Compare the types of capital requirements, capitalisation, theories of capitalisation, capital gearing and Trading on Equity.

FUNDAMENTALS OF COST ACCOUNTING (CC 10)

At the end of the course students will be able to:

1. Define the concept of Cost and Cost Accounting, classify the different types of cost and explain the different costing methods
2. Construct Cost Sheets, Process Accounts and Contract Accounts
3. Analyse cost Sheets, Process Profits and Contract Profits
4. To interpret the profitability of the product using different methods of costing and to estimate total cost of product considering future production plans

ENTREPRENEURSHIP DEVELOPMENT (CC 11)

At the end of the course the students will be able to:

1. Explain the fundamental concepts in Entrepreneurship, Purposeful Innovation and the various categories of Entrepreneurs.
2. Understand the Role of Entrepreneurs and Intrapreneurs in Innovation and Economic development of the country.
3. Evaluate various methods used for Project Appraisal and the factors considered for Project Selection.
4. Analyse the role of incubation centres.

NEW VENTURE PLANNING (SEC 1)

At the end of the course students will be able to:

1. Formulate a business plan based on an original idea.
2. Apply idea generation tools and techniques to generate business opportunities or ideas.
3. Identify the role of intellectual property rights, the various forms of organisation/ownership of a business and the role of creative thinking.
4. Evaluate the sources of finance available and the nature of marketing effort required for start-ups and expanding small firms.

BUSINESS LAWS (SEC 1)

At the end of the course students will be able to:

1. Identify valid, void and voidable agreements, conditions and warranties in sale of goods
2. Explain rights and duties of parties under different types of contracts, including special contracts.
3. Understand different types of negotiable instruments and Arbitration and Conciliation as a means of alternative dispute resolution.
4. Apply basic skills in drafting commercial documents and agreements

COMPUTER APPLICATIONS FOR BUSINESS I (SEC 1)

On completion of this course, students should be able to:

1. Describe the Computer Networks, Internet Technology concepts, Understand the business analytics and data mining concepts.
2. Apply advanced features of spreadsheet application in business for financial data analysis.
3. Analyze and generate reports for business data using spreadsheet for Statistical analysis.
4. Design and build a static web page using HTML.

RETAIL MANAGEMENT (GE 3)

On completion of the course, the student will be able to:

1. Define basic retailing concepts. Identify the different stages in the retail life cycle, types of retail formats, store location and store designs.
Recognise the role of retailers. Classify retail formats and locations. Discuss retail stores based on their design and layout through theoretical concepts and practical exposure.
2. Relate to different retail stores in terms of the retail formats, choose store locations appropriately. Apply the requirements of interior and exterior store design, planogram and visual merchandising to retail store designs
3. Compare types of retail stores, their locations and their store design and layout.
Question the reasoning behind the choice of format, location and design of different retail stores.
4. Assess different retail stores based on the concepts learnt and practical understanding gained.
Design retail formats and plan retail stores for specific locations

FUNDAMENTALS OF RURAL MARKETING (GE 3)

At the end of the course the students will be able to:

1. Define the concepts of rural market, rural marketing environment, segmentation of rural markets, rural consumer, co-operative marketing and micro-finance.

2. Identify the factors leading to the growth of rural markets, environmental forces influencing rural marketing operations and the need for tapping rural markets.
3. Apply the knowledge of rural marketing problems and opportunities to formulate strategy for effective rural marketing.
4. Explain the characteristics, attitudes and behaviour of rural consumer and assess the buying pattern and influences of rural consumer demand.

BUSINESS ENVIRONMENT I (GE 3)

On the completion of the Course the student would be able to:

1. Define the concepts of, Internal, External, Micro and Macro Environment.
2. Explain the various components like Economic, Political, Socio-Cultural, Demographic, Legal and Technological Environment.
3. Identify the linkages between business firms and its environment using case studies.
4. Analyse the impact of policy framework on operations of a business firm.

INDIAN CAPITAL MARKET (GE 3)

On completion of the Course, the student would be able to:

1. Understand the concepts of Securities, Initial Public Offers (IPO), Follow-on Public Offers (FPO), Private Placements, Merchant Banking and Stock Market Indices.
2. Explain the Benefits and Risks of Securities and Major issues in the Indian Capital Markets
3. Analyse the role of Securities and Exchange Board of India (SEBI)
4. Illustrate the different types of securities, Capital Market Participants, Classification of Merchant Bankers, Types of Stock Market Indices, Types of Derivative Products, Procedures for investing in New Public Issue and Key Derivative Markets Indicators.

BUSINESS STATISTICS I (GE 3)

After studying this course, the student should be able to:

1. Know the definition, meaning, importance and limitations of statistics. List the various types, methods of collection, classification and interpretation of data. Learn to construct various types of graphs and diagrams.

2. Evaluate the applicability of various measures of central tendency such as mean, mode, median etc. and measures of dispersion such as mean deviation and standard deviation in various problems.
3. Understand and analyse concepts in Index numbers. Illustrate the methods of constructing price and quality index numbers and know their applications.
4. Analyse concepts in Time series, moving averages and least square method. Solve practical problems in business statistics and compare the results with practical outcomes.

BUSINESS COMMUNICATION II (GE 3)

At the end of the programme, learners will be able to:

1. Define the process of business communication
2. Draft various types of business letters
3. Analyse references and testimonials
4. Draft and file RTI applications and write a report on the response.

ECONOMICS OF RESOURCES (GE 4)

At the end of the course, students will be able to:

1. Explain the basic concepts of environmental economics, sustainable development, energy security, energy audit, energy & water pricing, and human resource development.
2. Identify the different types of economic efficiencies, externalities, market failures, and market approach to solve environmental problems.
3. Apply their thinking capacity to solve the problems of economic situations and improve the environment quality.
4. Assess different economic situations, problems of energy and water scarcity, environmental degradation, and problems of health and education, based on the concepts learnt and practical understanding gained.

ADVANCED MANAGERIAL ECONOMICS (GE 4)

At the end of the course, students will be able to:

1. Explain advanced concepts in optimisation and forecasting
2. Apply basic quantitative techniques of time series and simple regression in demand estimation and forecasting
3. Analyse the relevance of macroeconomic aspects of managerial economics and its application in business decision making
4. Evaluate and recommend appropriate techniques for business forecasting

SEMESTER IV

FUNDAMENTALS OF INVESTMENT (CC12)

At the end of the course the students will be able to:

1. Explain the components of Indian Financial system and the terminology used in Securities Market.
2. Understanding the role of SEBI and Stock Markets in Investor Protection and Regulation of the Securities Markets.
3. Discuss and apply the concept of Risk and Return, Time Value of Money, Dividend Valuation and Bond Pricing Models.
4. Evaluate strategies for portfolio construction and evaluation

INCOME TAX - DIRECT TAX (CC13)

On completion of the course the student will be able to:

1. Define the basic concepts of Income Tax and classify the Income under different heads of Income under Income Tax Act
2. To Apply various Income Tax provisions for calculation of Income from Salaries and Profits or Gains from Business or Profession
3. To analyse the effect of deductions under Chapter VI A for the purpose of calculation of Total Income

4. To recommend Strategies for reducing Tax liability as per provisions of Income Tax Act and to develop the templates to calculate the tax liability as per individual requirements

ACCOUNTING FOR SERVICE ORGANISATION (CC14)

On completion of the course the student will be able to:

1. Describe the basic framework for preparing the final accounts of service organizations such as banks, general insurance companies and hotels, and the different methods of calculating the liability of underwriters.
2. Identify the practical aspects of accounting for banks, general insurance companies, hotels and underwriting of securities.
3. Apply the theoretical framework and practical knowledge on preparing of accounts for service organizations such as banks, general insurance companies, underwriters and hotels.
4. Explain the financial performance of Hotels, Banks and Insurance Companies, assess the liability of underwriters under different types of underwriting.

COMPANIES ACT AND IPR LAWS (SEC 2)

At the end of the course students will be able to:

1. Explain the regulatory framework for day-to-day operations of the company, and procedure for registering Intellectual Property Rights (IPR) and provisions regarding its violations.
2. Apply basic skills for statutory compliance with holding meetings and appointment of key managerial personnel.
3. Analyse provisions of companies in relation to contribution under Corporate Social Responsibility.
4. Apply basic skills to draft documents in relations to companies and transfer/violation of Intellectual Property Rights.

COMPUTER APPLICATIONS FOR BUSINESS II (SEC 2)

On completion of this course, students should be able to:

1. Discuss E-Commerce concepts, use the electronic means for business transactions.
2. Create a database using Database software by understanding Database management system concepts.
3. Discuss the importance of ERP software for business and integration of ERP modules in a Case Study of a small business.
4. Understand Security threats in E-Commerce environment

COLLECTIVE BARGAINING AND NEGOTIATION SKILLS (SEC 2)

At the end of the course the students will be able to:

1. Explain the concepts of Collective Bargaining, Negotiation and Grievance Management
2. Evaluate the pre-requisites for successful Collective Bargaining in any Country, Theories of Collective Bargaining and Trends in Collective Bargaining
3. List the Levels of Bargaining, Difficulties in the Bargaining Process, Approaches and Phases in Collective Bargaining
4. Develop the required skills required for negotiation

BUSINESS STATISTICS II (GE 5)

After studying this course, the student should be able to:

1. Apply concepts of correlation and regression in order to establish relationships between different variables as well as their strength and find approximate values of dependent variables
2. Develop an understanding of the theory of probability, rules of probability and probability distributions and their applications.
3. Interpret the meaning and process of sampling and hypothesis testing including one-sample and two-sample tests. In order to solve the problems using multiple approaches, judge if the results are reasonable, and then interpret and clearly communicate the results.

4. Use concept of interpolation and related mathematical operators to find approximate values of variables.

INTRODUCTION TO MUTUAL FUNDS (GE 5)

On completion of the Course, the student would be able to:

1. Understand the concepts of Mutual Funds, NAV, Asset Management Company, New Funds Offers, Capital Gains and Function of AMFI (Association of Mutual Funds of India).
2. Describe structure and types of mutual funds, procedures for investing in New Fund Offer and trading & settlement procedures in Mutual Funds.
3. Compute the Expense Ratio, Portfolio Turnover Ratio, Pricing of Debt Instruments and taxation of capital gains with and without indexation benefits.
4. Compare the Securities and Exchange Board of India's Mutual Funds Regulations for the Asset Management Company and Investors.

BUSINESS ENVIRONMENT II (GE 5)

On the completion of the Course the student would be able to:

1. Define the concepts of Economic and Political Environment., Identify the linkages between business firms and its environment using case studies.
2. Analyse the impact of policy framework on operations of a business firm.
3. Evaluate the interconnection between various components of business environment at local, state, national and international level and appraise its impact on firms.
4. Propose initiatives to modify and design macro and micro level policies that would enhance environment for firms making it more conducive for business operations.

MASS COMMUNICATION (GE 5)

At the end of the programme, learners will be able to:

1. Define the process of Mass Communication
2. Analyse the difference between various mass media of communication.
3. Compare the print and audio-visual media with social media.

4. Critically appreciate a film.

PRACTICES IN RURAL MARKETING (GE 5)

On completion of the course, you will be able to:

1. List the marketing channels in rural markets, role of intermediaries, media mix for rural markets, qualities of a successful rural salesmen, essentials of effective agricultural marketing and distinction between marketing of agricultural goods and manufactured goods.
2. Understand the physical distribution management in rural markets, the problems faced by channels of distribution in the rural markets and identify the emerging channels of distribution in rural markets.
3. Illustrate the constraints in promotion and marketing communication in rural areas and the types of formal and informal media for communication in rural areas.
4. Explain the role of sales person in rural marketing, problems and prospects faced by sales personnel in rural markets and the importance of agricultural marketing.

EVENT MANAGEMENT (GE 5)

On completion of the course, the student will be able to:

1. Define events on the basis of size and type, concepts relating to event planning, production, marketing and financing. Relate to the issues and risks involved in events Explain concept development and event designing, event protocol, itinerary and various event resources. Outline the event evaluation process. Demonstrate measures to be taken for event safety and security
2. Utilise event planning and production tools like checklists, run sheets, function sheets, critical path, Gantt charts, maps. Make use of financial control systems including budgets and cost sheet. Develop an appropriate event marketing mix, event itinerary.
3. Simplify event planning and production through effective venue management. Analyse budgets, cost sheets and profits
4. Determine suitable financial systems for event. Assess the requirements of specific events with regard to planning, production, marketing and financing Plan and organize events through the understanding of concepts and practical exposure

PUBLIC FINANCE (GE 6)

At the end of the course, students will be able to:

1. Explain the basic concepts of Public Finance, the principle of maximum social advantage, fiscal functions, public goods, private goods, mixed goods, merit goods, public expenditure, public revenue, public debt, types of public expenditure, sources of public revenue, classification of public debt, impact, incidents and shifting of tax, budget, types of budgets, deficits in the budget, Federal Finance, and Finance Commission.
2. Understand the role of public revenue, public expenditure, public debt, budgetary operations, budget deficits, deficit financing and its impact on the economy.
3. Apply their thinking capacity to solve the problems related to different fiscal operations.
4. Compare different types of recent taxation and spending pattern of the government and issues with current economic situations.

SEMESTER V

INDUSTRIAL MANAGEMENT (CC 15)

At the end of the course the students will be able to:

1. Define concepts of Industrial Management, Productivity, Work Environment, Total Quality Management, Industrial Safety and Occupational Health. Identify factors affecting Work Environment, Occupational Hazards, Total Quality Methods, Industrial Accidents and Occupational Health.
2. Sketch Industrial Management Process, Plant Layout, methods of TQM.
3. Examine the role of National Productivity Council, ISO 9000, Occupational Health and Safety Standards.
4. Appraise Health Programs in industries, Accident Prevention measures, Effective Plant Layouts.

INDIAN MONETARY AND FINANCIAL SYSTEM (CC 16)

On completion of the course, students will be able to:

1. Enable to understand the concept of Money and financial market and explain the role of RBI, SEBI and other financial intermediaries in the financial system of India.
2. Build up a database on financial system of India and analyze the flow of funds from/to different sectors in the economy, role of RBI and SEBI in Money and Capital Market
3. Assess the functioning of different components of financial markets and instruments.
4. Construct a flow of fund matrix for an organization and formulate a flow chart to optimally utilize the financial resources.

SPECIALISATION: ACCOUNTING

INCOME TAX (DSE 1)

At the end of the course the students will be able to:

1. Define the basic concepts of Income form House Property, Capital Gains and Income from other Sources.
2. Classify the Income form House Property, Capital Gains and Income from other Sources as per Income Tax Act.
3. Apply various Income Tax provisions for calculation of Income form House Property and Income from other sources.
4. Analyse the effect of deductions under Chapter VI A for the purpose of calculation of Total Income.

AUDITING (DSE 2)

At the end of the course the students will be able to:

1. Define the concept of Auditing, Vouching, Verification and Valuation
2. Outline the Procedure for Evaluating the Internal Control System of an entity
3. Apply various techniques of Auditing to carry out an audit of an entity.
4. Recall the recent developments in the field of auditing

GOVERNMENT ACCOUNTING (DSE 3)

At the end of the course the students will be able to:

1. Explain the terminology used in government accounting.
2. Discuss and apply the basic principles and accounting procedures of government accounting.
3. Evaluate government projects by applying capital budgeting techniques.
4. Demonstrate the ability to prepare financial statements of local-self-government bodies, electricity corporations and transport corporations

FINANCIAL REPORTING (DSE 4)

On completion of the course the students should be able to:

1. Evaluate company's financial statements and analyse its performance through financial reporting.
2. Explain reason behind corporate financial reporting and its gradual development in the financial reporting through application of accounting standards.
3. Understand the implementation of new accounting standards and concept of fair value.
4. Develop skills analysing company's reports, demonstrate numeracy skills pertaining to an entity's reporting and explain various techniques relating to financial reporting.

SPECIALISATION: COST AND MANAGEMENT ACCOUNTING

COST ACCOUNTING I (DSE 1)

At the end of the course students will be able to:

1. Define the concepts of cost costing and cost accounting, merits and demerits of cost accounting, material, material control, type of material, system of stores control in an organisation.
2. Demonstrate the accounting for material purchase price, calculation of stock level, economic order quantity, methods of issue of pricing materials.
3. Apply the methods of stock level, economic order quantity, methods of issue of pricing materials an organisation.
4. Build a system of stores control, Stock levels and pricing of material for organisation.

COST ACCOUNTING II (DSE 2)

At the end of the course students will be able to:

1. Recall the concepts of labour cost, remuneration, overhead cost, allocation, apportionment and absorption
2. Apply the different incentive schemes in calculating labour remuneration
3. Analyse the different methods of allocation and apportionment overhead cost
4. Illustrate the various methods used in order to account for under- absorption and over-absorption of overhead

TECHNIQUES OF COSTING (DSE 3)

At the end of the course students will be able to:

1. Explain the various tools in Marginal Costing; differentiate between absorption costing and marginal costing.
2. Understand and make use of technique of marginal costing in decision making.
3. Tell the concept of Standard Costing and analyse the types of variances in an organisation.
4. List the different techniques and importance of management control system; and explain the essentials of good reporting system.

MANAGEMENT ACCOUNTING (DSE 4)

At the end of the course students will be able to:

1. Explain the characteristics, principles, scope, functions, advantages, limitations, tools and techniques, the role and status of management accounting.
2. Prepare various types of budgets used in business.
3. Evaluate alternative projects using traditional and scientific methods of capital budgeting.
4. Explain the meaning of Target Costing, its stages/ process, objectives and advantages; and the concept of ERP, its features, need, scope and benefits.

SPECIALISATION: BUSINESS MANAGEMENT

INTERNATIONAL MARKETING MANAGEMENT (DSE 1)

At the end of the course students will be able to:

1. Explain the concept of International Marketing Management and Importance of Marketing Research in International Environment.
2. Identify the various entry strategies in the international market and also understand the different Export Promotion Organisations present in the international market.
3. Compare the product and pricing policies used by organisations in the international market.
4. Explain the international distribution and pricing policy adopted by business organisations

RETAIL MANAGEMENT STRATEGIES (DSE 2)

At the end of the course students will be able to:

1. Describe the major retail decisions. List out the factors affecting specific retail decisions and the factors influencing the retail shopper, recognise retail customer profiles. Recall the concepts of retail shopper customer service, customer loyalty, customer loyalty programmes, customer relationship management, retail logistics management and supply chain management.
Explain the customer decision-making process, the principles for delivering distinctive services. Recognise changing customer profiles and the changing trends among Indian consumers. Describe retail growth strategies.
2. Identify with changing customer profiles. Utilise strategies for retail business.
3. Contrast between 'Price' and 'Value', 'Standardisation' and 'Customisation' as well as 'Push Logistics' and 'Pull Logistics'. Relate to the management of retail logistics and supply chain.
4. Explain various retail decisions based on the elements of product, price and promotion. Assess the importance of retail logistics management. Discuss the process of handling customer complaints. Develop a retail mix for implementation of retail strategies.

ADVERTISING MANAGEMENT (DSE 3)

At the end of the course students will be able to:

1. Understand the basic concepts and elements of advertising
2. Explain the types of unethical advertising practices, advertising agencies, research in advertising and various career options available in advertising
3. Determine the factors influencing choice of advertising media, advertising agencies and client turnover.
4. Illustrate the stages of DAGMAR process

SERVICES MARKETING II (DSE 4)

At the end of the course students will be able to:

1. Explain the components of tourism and hospitality products, and marketing mixes adopted by different service providers in tourism and hospitality industry.
2. State and explain different banking products and services, such as Savings, Current, FD, RD accounts holding, mutual funds, loans and advances etc., importance of marketing in banking industry.
3. Explain the characteristics and principles of Insurance products, and the various types of insurance products offered in the Indian Insurance industry.
4. Explain the emerging trends in service sector, such as, health care, media services, BPOs, courier services and Internet marketing.

SPECIALISATION: BANKING AND FINANCIAL SERVICES

MODERN BANKING OPERATIONS AND SERVICES (DSE 1)

On completion of the course, students will be able to:

1. Understand and remember different financial services offered by banking sector in India
2. Discuss and debate on Banking policies with respect with MSME and Fair Practice Code for Debt collection
3. Analyze the importance of the role of IT in the banking sector; its pros and cons.
4. Explore and assess the current issues and emerging trends in banking sector

BANK MANAGEMENT (DSE 2)

On completion of the course, students will be able to:

1. Understand financial analysis of banks and their treasury operations
2. Apply and analyse the concepts relevant to Indian Banking institutions
3. Understand and analyse the mechanism and regulation of banking operations.
4. Evaluate the role of management in banking operations

BANKING IN INDIA (DSE 3)

On completion of the course, students will be able to:

1. To define Non-Banking Financial intermediaries (NBFCs), Residuary Non-Banking Financial Intermediaries (RNBCs), prudential norms, Basel norms, Non-Performing Assets (NPAs), NABARD, micro finance, Industrial finance, IDBI, IFCI, Working capital and term finance.
2. To describe the role and importance of NBFCs, agriculture and industrial finance to solve the problems of productive sectors in India
3. To state and explain the various banking sector reforms introduced to resolve the issue of NPA in Indian Banking System.
4. To analyse the problems and challenges faced by financial institutions financing the priority sector in India.

FOREIGN EXCHANGE, FOREIGN TRADE AND INTERNATIONAL FINANCE (DSE 4)

On completion of the course, students will be able to:

1. Describe the international financial system and examine the fundamental aspects of foreign exchange market along with Indian foreign exchange market.
2. Explain the international transfer of funds, the financial centres, the markets and the types of transactions carried out internationally.
3. Learn international lending operations along with policies and practises and appraise the role of ECGC, EXIM and BRICS bank.

4. Summarise factors influencing and the role of bank rate of exchange and illustrate exchange rate arithmetic.

SEMESTER VI

HUMAN RESOURCE MANAGEMENT (CC17)

On completion of the course students will be able to:

1. Describe concepts- Human Resource Planning, Job Analysis and Job Design, Recruitment, Selection and Placement, Employee Compensation, Labour Welfare, Turnover and Labour Absenteeism, Competencies and Learning Organizations.
2. Examine Human Resource Planning, Process of Job analysis, Business Process Re-engineering. Appraise the various forms/methods of Employee Empowerment, Workers Participation in Management, data collection for Job Analysis, Incentive Plans, Labour Welfare Agencies.
3. Formulate out the factors determining Wage Rates, weaknesses and problems of Indian Trade Unions, causes and effects of Labour Turnover and Absenteeism, changing environment of HRM. Appraise Outsourcing opportunities in India,
4. Sketch suitable Wage Plans, Profit Sharing Schemes, Employee Branding, creation of Innovation Culture, measures to minimize Labour Turnover and Absenteeism

INTERNATIONAL ECONOMICS (CC18)

On completion of the course, students will be able to:

1. Understand the concept and principles of International Trade, Balance of Payment, Foreign Exchange Market, Foreign investment, Multilateralism and Regionalism.
2. Experiment with the data on BOP of India; identify the reasons for fluctuations in foreign exchange market, trends in foreign investment, multilateral and bilateral trade flows of India.
3. Compare BOP of India pre and post liberalisation, foreign investment inflows and outflows, analyse the impact Multilateralism and regionalism.
4. Assess the gains from international trade, types and causes of BOP disequilibrium, types of foreign exchange transactions, impact of foreign investment on capital market and exchange rate, objectives and principle of WTO

SPECIALISATION: ACCOUNTING

ADVANCED COMPANY ACCOUNTS (DSE 5)

At the end of the course the students will be able to:

1. Explain the commonly used financial statements, their components and how information from business transactions flows into these statements.
2. Discuss and apply the basic principles to prepare accounts & statements required in case of Scheme of Internal Reconstruction.
3. Calibrate the accounting procedures involved in Mergers and Amalgamation of companies
4. Demonstrate the ability to calculate value of Shares and Goodwill.

ACCOUNTING I (DSE 6)

At the end of the course the student will be able to:

1. Develop skills for preparation of books of accounts in respect of hire purchase and royalty businesses and organizations operating with branch and departmental structure.
2. Acquire knowledge of hire purchase and instalment system and understand technical terms relating to the course
3. Develop analytical skills in department trading and profit and loss account and balance sheets using stock and debtors system and final account system.
4. Develop skills analysing company's information and demonstrate numeracy skills pertaining to an entity's transactions.

ACCOUNTING II (DSE 7)

On completion of this course, students will be able to:

1. Prepare Income and expenditure account, Profit and loss account, Balance Sheet of Professional.
2. Prepare Investment account of fixed income bearing securities and account for bonus and rights issue.

3. Understand the concept of Redemption of debentures and various methods of redeeming debentures like Sinking fund method, Insurance Policy method and convertible debenture method.
4. Understand the process of liquidation of companies and preparation of liquidator's final statement of accounts.

CORPORATE ACCOUNTING AND TAX PLANNING (DSE 8)

At the end of the course, students will be able to:

1. Explain the accounting procedure involved in preparation of Consolidated Financial Statements of Holding and Subsidiary company
2. Demonstrate the ability to determine profit(loss) prior to incorporation
3. Apply the accounting procedure involved in settlement of ESOP transaction
4. Evaluate various tax planning decisions

SPECIALISATION: COST AND MANAGEMENT ACCOUNTING

ADVANCED COST ACCOUNTING I (DSE 5)

On completion of this course, students will be able to:

1. Explain the purpose and procedure of Job costing; determine the Economic Batch Quantity in Batch Costing.
2. Outline the basic principles in 'Operating Costing'.
3. Identify the reasons for disagreement in profit in Cost accounting and financial accounting and prepare the reconciliation statement.
4. Understand the basic difference between the Cost control and Cost reduction and explain the different tools and techniques used in Cost control and Cost reduction.

COST AND MANAGEMENT AUDIT (DSE 6)

On completion of the course the student will be able to:

1. Explain the nature, scope, objectives, kinds, advantages and limitations of cost audit.

2. Explain the significant Sections in the Indian Companies Act, 2013 relating to cost auditor, his qualifications, disqualifications, rights, duties, responsibilities, status, liabilities and his ethical conduct.
3. Explain the procedures and techniques of cost audit, and related documents/ records.
4. Explain the applications of Cost Accounting Record Rules in maintenance of cost records, the application of Cost Audit Report Rules in reporting costing information.

ADVANCED COST ACCOUNTING II (DSE 7)

On completion of the course the student will be able to:

1. Define the concept Inter-Process Costing, Contract Costing, Uniform Costing, Integral Accounting, Non -integral Accounting, Activity Based Costing, Inter firm Comparison and Responsibility Accounting.
2. Demonstrate the computation Inter-Process Costing, Equivalent Production, Cost Plus Contract and Estimated Contract Costing, the Journal entries for Integral Accounting and Non -Integral Accounting.
3. Apply the knowledge on Inter-Process costing, Cost plus Contract costing, Estimated Contract Costing, Integral Accounting and Non-Integral Accounting in an organisation.
4. Analyse Inter-Process costing, Cost plus Contract costing, Estimated Contract Costing, Integral Accounting and Non-Integral Accounting for decision making in an organisation.

ADVANCED MANAGEMNET ACCOUNTING (DSE 8)

On completion of the course, students will be able to:

1. Understand the numerous options that corporations can choose in order to reduce cost with the help of marginal costing and how it is applied in decision making.
2. Analyse the cost in the service sector by gathering cost data in the context of hotel and power house costs.
3. Analyse the implications for decision-making, as well as the numerous ways in which the ABC System supports Corporate Strategy.

4. Explain the influence of changes in the company environment on management accounting and the significance of Kaizen Costing, Quality management and Just in Time.

SPECIALISATION: BUSINESS MANAGEMENT

FINANCIAL MANAGEMENT II (DSE 5)

At the end of the course students will be able to:

1. Explain the basic concepts in financial management such as dividend, types of dividends, cost of capital, capital budgeting, capital structure and leverages
2. Demonstrate the computation of specific costs of capital, weighted average cost of capital and leverages
3. Determine profitability of investment projects.
4. Select suitable investment projects and debt equity mix

STRATEGIC MANAGEMENT (DSE 6)

On completion of this course, the students will be able to:

1. Understand the basics of strategic management, its process, advantages, limitations, and the elements and levels of strategy.
2. Identify the various internal and external forces influencing the business and explain how these factors affect strategic decisions.
3. Describe thoroughly models, such as, Michael Porter's 5 forces, Kenichi Ohmae's 4 routes to strategic advantage, SWOC, BCG & Value Chain Analysis, and GE 9 Cell Matrix used for strategic analysis.
4. Explain procedures and approaches of strategy implementation, steps in strategy evaluation, and the tools & techniques of strategic control.

SUPPLY CHAIN AND LOGISTICS MANAGEMENT (DSE 7)

On completion of this course, students will be able to:

1. Explain the concept of logistics management and outline logistics system in India

2. Understand the fundamentals of Supply Chain management and the process tools used in supply chain management.
3. Identify the techniques and strategies in demand management and customer service in various business situations.
4. Discuss the various aspects related to Order processing, Customer delivery, transportation, warehousing and packaging system involved in supply chain and logistics management.

BRAND MANAGEMENT (DSE 8)

On completion of the course, the student will be able to:

1. Recall the meaning and concepts of branding, brand equity management
Explain the evolution of brands, factors shaping a brand over its life-cycle, significance of brands, launching of new brands and brand building in Indian markets. Classify the various types of brands. Outline branding challenges / opportunities. Summarise the brand choice decisions and models. Outline the strategic brand management process and explain each of the steps involved.
2. Identify the techniques of measuring the sources and outcomes of brand equity.
3. List the features of a good brand name, functions of brands
Examine various aspects of ethics in branding
4. Explain various aspects of brand communication, brand extension and brand equity, the role of brand managers, managing brand crisis and managing brand over time.
Give opinions on ethics in branding
Discuss branding for global markets, competing with foreign brands, global branding and its strategies, corporate branding, service branding, B2B branding, measuring brand performance, global branding strategies.
Elaborate on brand equity measurement systems

SPECIALISATION: BANKING AND FINANCIAL SERVICES

LAW AND PRACTICE OF BANKING I (DSE 5)

On completion of the course, students will be able to:

1. Define Working capital finance, term loan and consumer finance, personal and tangible security, primary and collateral security, Assignment and Bank Guarantees, and also the role of RBI in supervision and control of the commercial Banks in India
2. Explain the various modes and methods of creating charge and precautions to be taken by the banker while advancing loans.
3. Describe the credit appraisal techniques, the bank documentation procedure, compare the procedures and practices of advancing different loans
4. Analyse and criticize the various legal and non-legal measures taken by RBI to reduce NPA's of Banks in India and for strengthening the banking system and construct solutions to improve financial problems of banks.

LAW AND PRACTICE OF BANKING II (DSE 6)

On completion of the course, students will be able to:

1. Understand the bank-customer relationship and its operations, meaning of different negotiable instruments, types of customers.
2. Construct a flow chart to explain different types of Cheques and different types of bank customers.
3. Discuss the frauds, malpractices and cybercrimes in banking sector; its impact on customers
4. Create a pamphlet mentioning procedures for opening and closing of bank accounts, customer education and safety checks against cybercrimes.

FINANCIAL SERVICES (DSE 7)

On completion of the course, students will be able to:

successful completion of the course students will be able to:

1. Understand the role and importance of financial service products and Market
2. Apply and analyze the concepts relevant to Indian financial services and financial institutions.
3. Understand and analyze the mechanism and regulation of financial services.
4. Understand the empirical evidence of the financial services market and examine the growth of financial service market.

CREDIT AND RISK MANAGEMENT (DSE 8)

On completion of the course, students will be able to:

1. Describe the fundamental concepts in banking and enumerate the basics of credit and risk management in banking.
2. Summarize the different principles, types, approaches and recommendations on bank credit, loan processing, corporate financing, government sponsored lending, methods on dealing with NPA's, Asset Reconstruction, etc.
3. Appraise the different economic situations arising out of credit and risk management issues in banking.
4. Design a plan of action for the various issues identified in the process of credit management in banking.

(II) BACHELOR OF BUSINESS ADMINISTRATION (BBA)

TERM I

MARKETING MANAGEMENT 1 (BBCB001)

At the end of the course, the students would have competence in:

1. Understanding and using Marketing frameworks, theories and analytical tools.
2. To communicate unique marketing mixes and selling propositions for specific products
3. Develop an integrated marketing communications plan for a *product*, concept, good and/or service based on an identified market need or target.
4. Evaluate the impact of using different marketing strategies for a product, concept, good and/or service, on the finances, Return on Investment (ROI) and business goals of an organization.

HUMAN RESOURCE MANAGEMENT 1 (BBCB003)

At the end of the course, the students would have competence in:

1. Defining the concept of HR and its integration with business performance.
2. Deriving a deep insight into Human Resource planning and its linkage to an effective talent Acquisition process.

3. Developing basic manpower plans and job analysis
4. Analysing the recruitment and selection process within an organization.

IT SKILLS 1 (BBCB016)

At the end of the course, the students will have competence in:

1. Understanding the meaning of Information Technology.
2. Understanding the use of IT Skills in Business Administration.
3. Equip the students with IT Skills with the help IT packages (standard software programs found in the workplace and software commonly used in business today).
4. Using software to create reports, organize data and create PowerPoint presentations.

MANAGEMENT PROCESS (BBCB005)

At the end of the course, the students will have competence in:

1. Understanding of the functions and responsibilities of managers.
2. Evaluating leadership styles to anticipate the consequences of each leadership styles.
3. Analysing the environment of the organization.
4. Analysing both qualitative and quantitative information to isolate issues and formulate best control methods.

CASE ANALYSIS 1 (BBCB041)

At the end of the course, the students will have competence in:

1. Identifying major decision areas from the case
2. Identifying and applying theoretical concepts to give solutions
3. Evaluating the best probable solution
4. Defining steps to implement the solution for the major problem identified

CULTURAL HERITAGE OF GOA 1 (BBON025)

At the end of the course, the students would have competence in:

1. Identifying the topography and social assets of Goa
2. Identifying the modes of housing and modes of transportation
3. Evaluating the impact of Portuguese elements on the Goan society, customs and traditions
4. Explaining the intangible heritage of Goa

WRITTEN COMMUNICATION (BBCS002)

At the end of the course, the students would have competence in:

1. Utilizing creativity in expressing their views on various topics using the PREP technique
2. Communicating effectively through business letters, reports and visiting cards
3. Writing creatively and effectively by brainstorming and using the mind mapping technique
4. Applying grammatically correct language and avoid common errors of Indian English and SMS language

TERM II

MARKETING MANAGEMENT 2 (BBCB002)

At the end of the course, the students would have competence in:

1. Determining product classification and identify methods used by companies to build a product mix
2. Identifying factors that impact pricing decisions of products and services
3. Identifying different marketing communication channels, their impact and the role they play in marketing communication
4. Articulating the importance of digital marketing and social media marketing to communicate with consumers

ORGANISATIONAL BEHAVIOUR 1 (BBCB006)

At the end of the course, the students would have competence in:

1. Analysing individual and group behaviour, and understand the implications of organizational behaviour.
2. Identifying different motivational theories and evaluate the motivational strategies used in a variety of organizational settings.
3. Assessing how personality, values, and perception affect organizational behaviour.
4. Describing and assessing the basic design elements of organizational structure and evaluate their impact on employees.

FINANCIAL STATEMENT ANALYSIS 1 (BBCB012)

At the end of the course, the students will have competence in:

1. Interpreting financial statements from annual report of a company.
2. Analysing financial statements to assess financial strength of a company using vertical/horizontal analysis.
3. Computing and analysing different financial ratios and their interpretation and application in decision making.
4. Preparing Cash Flow Statement and commenting on cash position of an entity.

HUMAN RESOURCE MANAGEMENT 2 (BBCB004)

At the end of the course, the students will have competence in:

1. Understanding of Training needs assessment and the training process.
2. In depth understanding of a good Performance Management System.
3. Evaluating various components of employee compensation and benefits and their role in attracting and retaining competent people.
4. Assessing industrial disputes and methods of settlement of the same.

ENVIRONMENTAL MANAGEMENT 1 (BBCB035)

At the end of the course the students will have competence in:

1. Understanding the need and importance of Environmental Management
2. Getting an overview of natural resources and associated problems
3. Developing knowledge to identify different Ecosystems and Biodiversity
4. Comprehending the role of NGO's and local media in environmental awareness

CULTURAL HERITAGE OF GOA 2 (BBON026)

At the end of the course, the students would have competence in:

1. Ability to identify the thriving & dying trades & occupations of Goans in Goa.
2. Ability to analyse the Portuguese influence on the Housing, Culinary Art & Food, Music, Dance, Clothing & Ornaments Goans wear etc.
3. Ability to understand the folk Games played and identify some lost Folk Games.
4. Ability to understand the Goan indigenous festivals of Hindus, Catholics & Muslims.

ORAL COMMUNICATION SKILLS (BBCS001)

At the end of the course, the students would have competence in:

1. Identifying the fundamentals of communication
2. Identifying barriers in communication and utilize methods to overcome them
3. Effectively using voice modulation, speed and pace to effectively communicate
4. Designing a speech using techniques and visual aids

TERM III

PRODUCTION AND OPERATIONS MANAGEMENT 1 (BBCB027)

At the end of the course, the students will have competence in:

1. Identifying the production process in real life situations, applying the concepts of operations management and understanding operations strategy as a competitive advantage
2. Applying the concepts and steps of product development process; analysing any process after applying the principles of performance-related metrics
3. Understanding the importance of application of designing jobs in any industry and the related work measurement issues along with financial incentive plans
4. Understanding the application of Learning Curves in an Industry (Individual V/s organizational) and identifying the various Quality Standards successfully adopted in companies and its practical implications

BUSINESS MATHEMATICS 1 (BBCB029)

At the end of the course, the students will have competence in:

1. Explaining and describing of Mathematical applications in Management.
2. Understanding the mathematical concepts and terminology involved in Algebra, Break- even analysis, Sets, Annuity and basic arithmetic operations on Matrices.
3. Applying the knowledge in mathematics (algebra, Sets, Matrices, Break- even Analysis etc) in solving business problems.
4. Demonstrating the mathematical skills required in solving problems in economics, finance and business areas.

FINANCIAL STATEMENT ANALYSIS 2 (BBCB013)

At the end of the course, the students will have competence in:

1. Interpreting different components of Income Statement and Balance Sheet
2. Understanding the important elements of Director's report and Auditor's report.
3. Comparing firms based on financial ratios and other parameters for effective inter – firm analysis.
4. Using trend analysis as a tool to identify trends of financial performance of a company

ENVIRONMENTAL MANAGEMENT 2 (BBCB036)

At the end of the course the student will have competence in:

1. Understanding causes and effects of various forms of pollution.
2. Learning about Waste management, Disaster management Sustainable development and Water conservation.
3. Developing understanding of Climate change and Environment protection acts, Human population and the environment.
4. Getting an overview of Environment management systems.

ORGANISATIONAL BEHAVIOUR 2 (BBCB007)

At the end of the course, the students would have competence in:

1. Outlining the elements of group behaviour and understanding team functioning in the organization
2. Explaining how organizational change, conflict and culture affect working relationships within organizations.
3. Applying various stress management techniques in managing stress.
4. Assessing the bases of power and how power tactics influences political behaviour in the organization.

HEALTH AND NUTRITION (BBON022)

At the end of the course, the students will have competence in:

1. Discussing the role of food and nutrition and the concept of health in the wellbeing of individuals

2. Solving sums by calculating the BMR, BMI, and determining the nutrient requirements for an individual
3. Identifying the functions, food sources, requirements, deficiency and toxicity of various nutrients and its importance in health.
4. Planning a balanced diet for an individual with the use of a food exchange List and good pyramid

PSYCHOLOGY (BBON031)

At the end of the course, the students will have competence in:

1. Understanding the basic principle of Psychology – every individual is different (individual differences)
2. Understanding oneself and others in terms of the psychological processes that influence behaviour
3. Applying the understanding of his/her behaviour to various situations of life, especially at the workplace
4. Controlling behaviour by describing, understanding, and predicting behaviour.

PRESENTATION SKILLS (BBCS003)

At the end of the course, the students will have competence in:

1. Identifying the objectives & purpose of presentations and highlighting the important elements of presentations.
2. Profiling audiences for presentations and interpreting demographics of different types of audiences
3. Developing content of presentations and preparing & designing relevant content and visuals.
4. Applying presentation skills tips and techniques of structure, opening, body and closing for effective presentations.

TIME MANAGEMENT (BBCS007)

At the end of the course, the students would have competence in:

1. Determining the essence of time management, identifying misconceptions, critiquing Time Management definitions and correlating between managing time effectively and personal choices.

2. Identifying various time stealers and suggesting innovative and realistic solutions to tackle the time wasters.
3. Utilising time effectively by planning, using time management apps and SMART Goals; implementing priority management techniques to decide work and personal priorities.
4. Applying and reflecting upon the Time Management assessment methods and practical hands-on TM activities and exercises.

TERM IV

INTERNSHIP REPORT 1 (BBIR001)

At the end of the internship the student will be able to understand how an industry works

INTERNSHIP SEMINAR 1 (BBIS001)

At the end of the internship the student will be able to learn from each other on how industry works in order to enhance learning from real life case studies

TERM V

MANAGERIAL ECONOMICS 1 (BBCB018)

At the end of the course, the students would have competence in:

1. Understanding the fundamental concepts of managerial economics and techniques used by business firms in decision making
2. Explaining the various factors influencing demand and supply
3. Determining the equilibrium of a firm given the changes in demand and supply
4. Evaluating numerical problems on elasticity of demand and cost of production and significance of short-run and long-run production function for a firm

MANAGEMENT ACCOUNTING 1 (BBCB014)

At the end of the course, the students will have competence in:

1. Understanding the need of Management Accounting as a separate branch of accounting.
2. Explaining, relating and implementing “budgeting” as a tool of analysis and control

3. Preparing budgets for an organization and analysing them to draw meaningful conclusions
4. Learning basics of Cost Accounting and preparation of cost sheet.

FINANCIAL MANAGEMENT 1 (BBCB010)

At the end of the course, the students will have competence in:

1. Illustrating the financial management function with respect to the role of a finance manager.
2. Evaluating the time value of money and highlighting the use of value and return techniques (future value and present value)
3. Taking financial decisions by relating using techniques of capital budgeting.
4. Arriving at an efficient capital structure for the company.

BUSINESS RESEARCH METHODOLOGY 1 (BBCB033)

At the end of the course, the students will have competence in:

1. Understanding the relevance and role of research in management
2. Reducing the decision needs into specific research questions
3. Identifying and developing the framework/design to arrive at the answers to the research questions framed
4. Developing a well -designed questionnaire with appropriate use of measurement scaling

PRODUCTION AND OPERATIONS MANAGEMENT 2 (BBCB028)

At the end of the course, the students will have competence in:

1. Identifying the process of Supply Chain management, applying the principles of Lean manufacturing in any organisation.
2. Applying the concepts of Strategic Capacity management in any Industry along with the factors responsible at the time of Facility location.
3. Identifying the different types of inventory Control Models used in Industry/Real life situations and understanding Material Requirement planning (MRP) and apply the concepts of Bill of Material (BOM).
4. Applying the concepts of Operations scheduling/types and Methods and the different priority rules with respect to requirements of the Jobs to be processed.

CREATIVE WRITING (BBON008)

At the end of the course, the students would have competence in:

1. Articulating the essence of creative writing and relating the types and techniques of creative writing.
2. Applying and implementing the PAR Technique in creating stories and articles; and utilising problem solving & semantics for better written creative work.
3. Expressing ideas, thoughts and feelings creatively into a story and presenting the same to an audience.
4. Evaluating and applying creative writing techniques, analysing written work and improving the quality of written work.

INDIVIDUAL AND SOCIETY (BBON030)

At the end of the course, the students will have competence in:

1. Being sensitized to the various changes in society viz evolution and features of society, evolution of various sociological perspectives (conflict, functionalist, interactionist, feminist) and the effects and behavioural changes that emanate in the society therein and likewise effect an individual in society.
2. Applying sociological knowledge to analyse the role of individual and social behaviour in everyday lives and its impact on the society.
3. Learning about challenges of present society, contemporary social issues of India and Goa through practical exposure.
4. Increasing awareness about the challenges faced and the social changes in society (Goa in particular) due to the Covid situation.

NEGOTIATION SKILLS (BBCS005)

At the end of the course, the students would have competence in:

1. Developing the basic skills and techniques to be a successful negotiator and understanding the essence and principles of negotiations.
2. Identifying negotiation concepts, analysing negotiation stages and qualities of good negotiators.
3. Utilizing bargaining tactics for successful negotiations and easing the negotiation process.

4. Evaluating negotiation scenarios, their outcomes and effecting WIN-WIN negotiations

TERM VI

FINANCIAL MANAGEMENT 2 (BBCB011)

At the end of the course, the students will have competence in:

1. Discussing the features and applicability of various sources of finance available to a firm.
2. Calculating the working capital requirements for a firm.
3. Arriving at an optimum credit policy for a firm using techniques of ageing schedule and collection matrix.
4. Using techniques of inventory management to manage inventory levels in a firm.

BUSINESS RESEARCH METHODOLOGY 2 (BBCB034)

At the end of the course, the students will have competence in:

1. Understanding the different sampling techniques and develop an appropriate Sampling design
2. Learning the processing of data collected before the data analysis and carry out preliminary preparation of the data
3. Discussing the descriptive analysis to be carried out on different measurement scales
4. Learning the different statistical analysis tools to be used for data analysis

SEMINARS ON CONTEMPORARY AND NON-CONTEMPORARY ISSUES 1 (BBCB051)

At the end of the course, the students will have competence in:

1. Comprehending contemporary issues pertaining to economic, political, social, cultural, science and technology.
2. Comprehending non-contemporary issues pertaining to economic, political, social, cultural, science and technology.
3. Analysing contemporary and non-contemporary issues pertaining to economic, political, social, cultural, science and technology.
4. Arriving at managerial implications arising out of such contemporary and non-contemporary issues.

MANAGERIAL ECONOMICS 2 (BBCB019)

At the end of the course, the students would have competence in:

1. Understanding different market structure.
2. Applying different demand forecasting techniques for business firms.
3. Comprehending industry-wise demand.
4. Evaluating decision making process in different market structures.

CONSUMER BEHAVIOUR (BBOM001)

At the end of the course, the students will have competence in:

1. Market analysis and find potential offerings to fill in the gaps.
2. Influence consumer decision making through marketing communication.
3. Developing effective marketing communication based on cultural and social factors.
4. Conducting consumer research to understand their behaviour and identify newer needs.

DIGITAL MARKETING (BBOM004)

At the end of the course, the students will have competence in:

1. Evaluating and applying key concepts related to digital marketing including consumer behaviour, online marketing/branding and communications, and social media marketing.
2. Critically assessing the role that digital marketing can play in business strategy.
3. Planning and compose tactical marketing decisions as a group considering aspects of Social Media Management, Search Engine Management and Paid Advertising (SM & PPC)
4. Reflect on the practical implementation of a digital marketing strategy and role within the group work from a critical and evaluative individual perspective.

TALENT ACQUISITION (BBOH001)

At the end of the course, the students will have competence in:

1. Understanding Talent planning and its linkage to an effective talent acquisition process
2. Creating a Manpower Plan and Job Analysis
3. Analysing various sources of talent acquisition and employee selection methods

4. Understanding Person- Fit, Culture Fit in the Talent Acquisition process

THEATRE ART (BBON027)

At the end of the course, the students will have competence in:

1. The ability to Appreciate Theatre and get an insight into the influences of Theatre on Society
2. Identify different Genres of Theatre through the works of Shakespeare and other playwrights
3. Analyse the significance of Play Production
4. Identify the process and requirements of an Actor

EMOTIONAL INTELLIGENCE (BBCS010)

At the end of the course, the students would have competence in:

1. Understanding their own and others' emotions, handling personal and professional situations in an emotionally intelligent way and.
2. Perceiving emotions correctly, using coping thoughts and relaxation techniques to manage emotions and challenging situations.
3. Using emotions to facilitate thinking, & perseverance in the face of adversity, being self-aware and understanding EQ as the key to gaining success and career growth
4. Anticipating other's needs, showing empathy, disagreeing constructively and developing social competency.

TERM VII

LEGAL ASPECTS OF BUSINESS 1 (BBCB039)

At the end of the course, the students would have competence in:

1. Understanding the Evolution and Importance of law and how law govern its subjects, Hierarchy of courts and their powers to issue orders and writs, what is Power of attorney, it's types and what are the legal obligations which flow from it.
2. Understanding basic knowledge of the provisions of the Indian Contract Act, 1872 including essentials of Contract, its features, types of agreement and contracts, Special Contracts and the Legal obligations which flow from a contract which are binding on the parties to contract.

3. Understanding the provisions relating to the sale of movable goods laid down under the Sale of Goods act, including the essentials of a contract of sale, Conditions, warranties, rights, duties and liabilities of buyer and seller, breach of contract and the consequences and remedies of breach.
4. Understanding procedures involved in formation of a company, Memorandum and Articles of Association, Prospectus, Provisions regarding allotment, forfeiture, transmission and buyback of shares, Directors, their types and powers, and different types of meetings of a company, winding up of a company.

SEMINARS ON CONTEMPORARY AND NON-CONTEMPORARY ISSUES 2 (BBCB052)

At the end of the course, the students will have competence in:

1. Comprehending contemporary issues pertaining to economic, political, social, cultural, science and technology.
2. Comprehending non-contemporary issues pertaining to economic, political, social, cultural, science and technology.
3. Analysing contemporary and non-contemporary issues pertaining to economic, political, social, cultural, science and technology.
4. Arriving at managerial implications arising out of such contemporary and non-contemporary issues

STRATEGIC MANAGEMENT 1 (BBCB008)

At the end of the course, the students will have competence in:

1. Evaluating the importance of mission, vision and goals of an organization towards the strategic success
2. Applying the tools and techniques to analyse the external and remote environment that impact strategic decisions
3. Integrating and applying knowledge gained in basic courses to the formulation and implementation of strategy from holistic and multi-functional perspectives.
4. Analysing the structure of an industry using tools and techniques.

LEARNING MANAGEMENT THROUGH EXECUTIVE INTERACTION I (BBCB055)

At the end of the course the students will have competence in:

1. Understanding practically, the responsibilities and challenges faced by executives/entrepreneurs.
2. Understanding the various business scenarios and processes.
3. Understanding managerial and organisational orientation through first hand interaction with industry executives.
4. Applying concepts learnt in various functional areas of management in real world scenarios.

BANKING OPERATIONS (BBOF001)

At the end of the course, the students will have competence in:

1. Handling the banking operations
2. Managing customer (New or existing) queries of the bank.
3. Acquiring in depth knowledge of the history, products & of banking.
4. Understanding and relating legal framework of the banking system and overview of the Basel Norms

INSURANCE (BBOF002)

At the end of the course, the students will have competence in:

1. Handling the insurance operations
2. Managing customer (New or existing) queries of insurance companies
3. Acquiring in depth knowledge of the history, products and services of insurance
4. Identifying factors affecting selection of life insurance products leading to decision making while selecting suitable insurance product

SALES MANAGEMENT (BBOM011)

At the end of the course, the students will have competence in:

1. Handling the insurance operations
2. Managing customer (New or existing) queries of insurance companies

3. Acquiring in depth knowledge of the history, products and services of insurance
4. Identifying factors affecting selection of life insurance products leading to decision making while selecting suitable insurance product

ADVERTISING MANAGEMENT (BBOM002)

At the end of the course, the students would have competence in:

1. Identify and discuss the role of integrated marketing communications and analyse the communication process
2. Evaluate marketing agencies and other marketing communications organizations
3. Establishing objectives for promotional programs and allocating advertising budget using various qualitative and quantitative techniques
4. Compare and recommend broadcast, print and support media

FILM APPRECIATION (BBON021)

At the end of the course, the students will have competence in:

1. Identify different Genres of Films and what it takes to make an Oscar Winning Film.
2. Get an insight into the influences of Films on Society
3. Identify the process and requirements of Camera Angles, shots, Mise-en-scene & Sound editing
4. Get an insight into the works of Famous Directors like Steven Spielberg & Alfred Hitchcock

INDIAN POLITICAL ENVIRONMENT (BBON029)

At the end of the course, the students will have competence in:

1. A rudimentary understanding of the Indian Political System, from a Constitutional and political Economy standpoint, as also the character and nature of Political Administration.
2. Comprehending and being introduced to myriad dimensions pertaining to the multitude of concepts and issues, dominating the landscape of Indian Politics and Society.
3. Introduction to the slew of theoretical frameworks and models, which define Political
4. Theory and which constitutes the basis, for a sound interpretation of State and Human Behaviour.

TERM VIII

INTERNSHIP REPORT 2 (BBIR002)

At the end of the internship the student will be able to understand how an industry works and contribute to the industry through a project/ assignment/ regular work in organizations by arriving at actionable suggestions

INTERNSHIP SEMINAR 2 (BBIS002)

At the end of the internship the student will be able to learn from each other on how industry works in order to enhance learning from real life case studies

TERM IX

CRITICAL THINKING (BBON028)

At the end of the course, students will have competence in:

1. Applying the concepts to answer competitive exams type questions with ease.
2. Developing the ability to reason and analyse situations critically.
3. Understanding fallacious arguments and use of language appropriately.
4. Justifying their views with adequate valid information and coming to conclusions with ease.

DIGITAL MARKETING (BBOM004)

At the end of the course, the students will have competence in:

1. Evaluating and applying key concepts related to digital marketing including consumer behaviour, online marketing/branding and communications, and social media marketing.
2. Critically assessing the role that digital marketing can play in business strategy.
3. Planning and compose tactical marketing decisions as a group considering aspects of Social Media Management, Search Engine Management and Paid Advertising (SM & PPC)
4. Reflect on the practical implementation of a digital marketing strategy and role within the group work from a critical and evaluative individual perspective.

INDIVIDUAL AND SOCIETY (BBON030)

At the end of the course, the students will have competence in:

1. Being sensitized to the various changes in society viz evolution and features of society, evolution of various sociological perspectives (conflict, functionalist, interactionist, feminist) and the effects and behavioural changes that emanate in the society therein and likewise effect an individual in society.
2. Applying sociological knowledge to analyse the role of individual and social behaviour in everyday lives and its impact on the society.
3. Learning about challenges of present society, contemporary social issues of India and Goa through practical exposure.
4. Increasing awareness about the challenges faced and the social changes in society (Goa in particular) due to the Covid situation

INTERVIEW FACING SKILLS (BBCS004)

At the end of the course, the students will have competence in:

1. Practicing appropriate Body Language and effective grooming in order to face an interview panel confidently.
2. Responding to interview questions appropriately; Anticipate, plan and prepare for a possible interview questions and scenarios.
3. Writing an effective Cover Letter for a job application, using the appropriate format and reflecting one's knowledge, skills, abilities (KSAs), and suitability to the job role or position.
4. Writing, designing and planning the content and layout of an effective Résumé keeping in mind one's personality, strengths, experiences, and career goals

INVESTMENT PLANNING (BBOF003)

At the end of the course, the students will have competence in:

1. Evaluating the role of savings and investments; its importance to an individual.
2. Developing financial plans
3. Managing financial portfolios for individuals and monitoring its performance.
4. Drafting retirement plans for customers and reviewing the same.

LEARNING & DEVELOPMENT (BBOH005)

At the end of the course, the students will have competence in:

1. Using learning and development tools and techniques to create a learning environment in an organization
2. Conducting training programs based on solid evidence through TNA sources.
3. Designing an effective training programme using appropriate methodologies, trainer, content
4. Evaluating post-training feedback to understand the effectiveness and calculate Key Performance Indicators for training.

RETAIL MANAGEMENT (BBOM1010)

At the end of the course, students will have competence in:

1. Understanding what is retail management, the importance of retail management, and the role of Retail management in the economy.
2. Understanding the challenges faced by the retailers and how they overcome them and become successful.
3. Applying the behaviour and how various strategies are implemented by retailers to be successful in the market.
4. Analysing aspects of visual merchandising in retail stores and the role played by marketing in retail management.

THEATRE ART (BBON027)

At the end of the course, the students will have competence in:

1. The ability to Appreciate Theatre and get an insight into the influences of Theatre on Society
2. Identify different Genres of Theatre through the works of Shakespeare and other playwrights
3. Analyse the significance of Play Production
4. Identify the process and requirements of an Actor

INTERNATIONAL RELATIONS (BBON023)

At the end of the course, the students would be:

1. Acquainted with the conceptual rudiments of International Relations, underpinned by Norms and Principles.
2. Familiarised, with the historical Odyssey of India's Foreign Policy and National Security, in evolutionary context, and in terms of its reconfiguration.
3. Rendered sentient, of the prominent themes and phenomena, both conceptually and operatively, undergirding the Global Order, in the Post-Cold War epoch.
4. Emerge initiated, in the comprehension of multilateral institutions, that constitute the regional and global architecture, conditioning strategic governance.

TERM X

BRAND MANAGEMENT (BBOM003)

At the end of the course, students will have competence in:

1. Understanding various aspects of brand management, how the positioning is important in marketing, and the strategies corporates implement to be successful.
2. Understanding the various ways branding strategies are designed and the risks involved.
3. Applying the various objectives of advertising and how companies frame them in the business
4. Analysing how companies come up with strategies and how they help them to have an advantage over competitors.

CREATIVE WRITING (BBON008)

At the end of the course, the students would have competence in:

1. Articulating the essence of creative writing and relating the types and techniques of creative writing.
2. Applying and implementing the PAR Technique in creating stories and articles; and utilising problem solving & semantics for better written creative work.
3. Expressing ideas, thoughts and feelings creatively into a story and presenting the same to an audience.

4. Evaluating and applying creative writing techniques, analysing written work and improving the quality of written work.

EMPLOYEE ENGAGEMENT (BBOH012)

At the end of the course, the students will have competence in:

1. Practically conducting pre and post engagement checks with employees.
2. Practically creating employee engagement plans, conduct them and evaluate the effectiveness of engagement activities with a live audience.
3. Developing effective employee engagement interventions for organizational effectiveness.
4. Understanding real-world application of employee engagement best practices in various organizations.

LABOUR LAWS (BBOH006)

At the end of the course, students will have competence in:

1. Understanding the development and the judicial setup of Labour Laws.
2. Applying the laws relating to Industrial Relations, Factories Act, Social Security, and Working conditions and the inquiry procedural and industrial discipline.
3. Comprehending features and compliances to be made as per the Payment of Bonus Act 1965, Workmen's Compensation Act 1923, Employees provident fund 1952, Employee State Insurance Act, 1948, Payment of Gratuity act 1972
4. Applying labour laws that need to be complied with, for their business

MARKET RESEARCH (BBOM008)

At the end of the course, the students will have competence in:

1. Identifying marketing research problems.
2. Defining Market Research objectives and sub-objectives.
3. Designing valid and reliable research instruments to do Market Research.
4. Independently carrying out data collection, tabulation, analysis, interpretation, and writing Market Research report with clear recommendations for marketing decision making.

MOCK INTERVIEWS BY EXECUTIVES (BBCS08)

At the end of the course the students will have competence in:

1. Understanding the aspects of answering a job interview.
2. Understanding strengths and weaknesses from the point of employability in the industry.
3. Demonstrate professional behaviour including preparedness, professional attire, and respectful presentation.
4. Develop confidence in relationship to their interviewing skills.

PERFORMANCE MANAGEMENT (BBOH002)

At the end of the course, the students will have competence in:

1. Articulating the elements of an effective, integrated PMS
2. Defining SMART KRAs
3. Conducting effective appraisal interviews
4. Designing an effective PM system

TAXATION (BBOF004)

At the end of the course, the students will have competence in:

1. Determining the residential status of an individual
2. Calculating Income Under the head salary
3. Calculating Income Under the head Income from Business or Profession
4. Calculating Income from House property and capital gains.

MUSIC APPRECIATION (BBON024)

At the end of the course, the students will have competence in:

1. Understand different Genres of Music
2. Get an insight into how music has influenced Society across different decades
3. Understand the various forms in which music can be expressed and stored
4. Discover inspirational songs and the artistes behind them

TERM XI

COMPENSATION MANAGEMENT (BBOH003)

At the end of the course, the students will have competence in:

1. Understanding the concepts of compensation management and the context of compensation practice.
2. Applying different ways to strengthen pay for performance and understand payments and employee benefits.
3. Identifying Legal requirements of compensation benefits & implications of strategic compensation.
4. Evaluating the role of human resources/compensation person in all the above functions.

INTERNATIONAL MARKETING (BBOM007)

At the end of the course, the students will have competence in:

1. Analysing and applying International Marketing concepts and to overcome the challenges faced.
2. Developing an effective strategy and plans to enter international markets
3. Demonstrating knowledge of the marketing mix and how the same can be used for the formulation of effective strategies across international markets
4. Appreciating differences across countries and regions and how to come out with workable strategies for success in these varied markets.

PRODUCT MANAGEMENT (BBOM009)

At the end of the course, the students would have competence in:

1. Developing a market plan for a product to outline the marketing strategy, promotional, and advertising activities planned for the period.
2. Analysing the Product Life Cycle (PLC) of a product and explaining when a product needs support, redesign, reinvigoration, and withdrawal.
3. Identifying the need for new product Differentiation and Positioning to construct a sustainable value proposition.
4. Use of different methods in Product Portfolio Analysis to analyse and evaluate a Product Portfolio.

SERVICES MARKETING (BBOM005)

At the end of the course, students will have competence in:

1. Examining dimensions of service quality, roles of employees in service delivery and improving the service quality.
2. Demonstrating knowledge of the extended marketing mix for services and using it for effective market strategy.
3. Preparing and communicating market mixes and information systems for service-based organizations.
4. Demonstrating integrative knowledge of marketing issues associated with service productivity, perceived quality, customer satisfaction, loyalty, and managing people for enhanced service quality

STOCK MARKET OPERATIONS (BBOF005)

At the end of the course, students will have competence in:

1. Understanding the Indian Securities Markets and its components.
2. Evaluating the New Issue Market and gauging the process of Listing of Securities.
3. Interpreting the mechanism of investing through the secondary market by identifying the relevant concepts and terms associated with the investment process.
4. Computing the stock market indices.

COMPETENCY MAPPING (BBOH009)

At the end of the course, students will have competence in:

1. Identifying and developing a competency dictionary
2. Understanding different tools of competency mapping
3. Developing a competency model
4. Conducting a competency mapping exercise

INTERNSHIP REPORT 3 (BBIR003)

At the end of the internship the student will be able to understand how an industry works and contribute to the industry through a project/ assignment/ regular work in organizations by arriving at actionable suggestions

INTERNSHIP SEMINAR 3 (BBIS003)

At the end of the internship the student will be able to learn from each other on how industry works in order to enhance learning from real life case studies

(III) MASTER OF COMMERCE (MCom)

SEMESTER I

COST AND MANAGEMENT ACCOUNTING (COC 120)

At the end of the course, students will be able to:

1. Describe Cost Accounting concepts and techniques in the decision-making process.
2. Interpret decisions such as pricing, special order pricing, make-or-buy and elimination of a part of the company or replacement of equipment.
3. Show the relevance of different types of costs in the decision-making process such as relevant costs, sunk costs or controllable costs.
4. Analyse and interpret various aspects of Financial Statements

ADVANCED FINANCIAL MANAGEMENT (COC 121)

At the end of the course, students will be able to:

1. Describe financial management & its components
2. Explain financing, investing and dividend decisions
3. Interpret various components of long term & short-term financial decision of an organisation
4. Select the best alternative among several alternatives

BUSINESS STATISTICS AND RESEARCH METHODOLOGY (COC 122)

At the end of the course, students will be able to:

1. Summarise literature and perform Content Analysis
2. Identify and collect relevant data
3. Analyse the data with appropriate statistical tools.
4. Prepare research report ensuring intellectual honesty and ethics.

BUSINESS ENVIRONMENT AND INTERNATIONAL BUSINESS (COC 123)

At the end of the course, students will be able to:

1. Recognise and scan the environment and its effects on business.
2. Analyse the economic system and the policies.
3. Evaluate the provisions of the Government concerning the business
4. Summarize the international practices in the business

SEMESTER II

ADVANCED CORPORATE ACCOUNTING (COC 220)

On completion of the course, students will be able to:

1. Define and interpret Advanced Accounting Concepts
2. Implement the advanced accounting procedures and practices in Corporate Accounting
3. Appraise Company Accounts
4. Assess and prepare financial statements

HUMAN RESOURCE MANAGEMENT (COC 221)

On completion of the course, students will be able to:

1. Describe the basic concepts of Human Resource Management (HRM).
2. Articulate the development, implementation, and evaluation of employee recruitment, selection, and retention plans and processes.
3. Assess and contribute to the design and evaluation of the performance management program.
4. Design, implement, and evaluate employee orientation, training, and development programs

MARKETING MANAGEMENT (COC 222)

On completion of the course, students will be able to:

1. Explain customer behaviour and the key to customer satisfaction in the domestic as well as international market
2. Apply data collection and scaling methods to collect market information
3. Appraise data analysis results to understand customer behaviour and measure satisfaction level
4. Formulate marketing strategies and arrive at marketing decisions

BANKING AND FINANCIAL INSTITUTIONS (COC 223)

On completion of the course, students will be able to:

1. Describe the components of the Indian banking sector
2. Define ALM & its techniques
3. Discuss the role of financial intermediaries in the economic development
4. Explain the role of banking sector in the economy

SEMESTER III

SPECIALISATION: ACCOUNTING AND FINANCE

CAPITAL MARKETS AND STOCK EXCHANGE OPERATIONS (COO 334)

At the end of the course, students will be able to:

1. Understand the theoretical background of the Indian Capital markets.
2. Understand the trading and settlement system in Indian stock exchanges.
3. Observe the Indian stock market indices and calculate the same.
4. Understand the risk management and surveillance system in the Indian stock exchanges.

COST MANAGEMENT AND CONTROL (COO 336)

At the end of the course, students will be able to:

1. Explain the basics of Cost Management and elements of costs
2. Apply various techniques to be used to control the costs
3. Compare cost tools for taking managerial decision
4. Analyse transportation and assignment problems

BASIC FINANCIAL ECONOMETRICS (COO 338)

At the end of the course, students will be able to:

1. Describe econometrics and its uses
2. Explain various econometric techniques and its applicability
3. Apply knowledge in developing various econometric models to data
4. Apply methodology of regression analysis in developing models for data in social sciences

DIRECT TAXES (COO 339)

At the end of the course, students will be able to:

1. Explain the Income-tax Act provisions as per the recent Finance bill.
2. Apply the tax provisions concerning computing the gross total income and tax liability.
3. Assess the gross total income and tax liability of an individual.
4. Evaluate the tax liability of companies.

SPECIALISATION: BUSINESS MANAGEMENT

ADVERTISING AND SALES MANAGEMENT (COO 340)

On completion of the course, students will be able to:

1. Describe the concept of Advertising and Media Planning.
2. Discuss Creativity in Advertising, Copy Writing and Advertising Campaigns.

3. Demonstrate skills and understanding of Sales Management and Management of Sales Force
4. Analyse various sales budgeting and sales control methods

CONSUMER BEHAVIOUR AND MARKETING RESEARCH (COO 341)

On completion of the course, students will be able to:

1. Identify the role and importance of successful marketing research for assessing various facets of consumer behaviour.
2. Apply appropriate qualitative and quantitative marketing research techniques depending on the research problems.
3. Measure technological influences on customer behaviour and also the level of customer satisfaction.
4. Summarise and interpret results of marketing research problems.

BASIC ECONOMETRICS (COO 345)

On completion of the course, students will be able to:

1. Describe econometrics and its uses
2. Explain various econometric techniques and its applicability
3. Apply knowledge in developing various econometric models to data
4. Apply methodology of regression analysis in developing models for data in social sciences

ENTREPRENEURSHIP MANAGEMENT (COO 347)

On completion of the course, students will be able to:

1. Describe the qualities of a successful entrepreneur
2. Classify different types of entrepreneurs.
3. Discuss various financial schemes and infrastructure provided by the government to entrepreneurs
4. Develop an entrepreneurial mind-set by learning key skills such as feasibility report preparation.

SEMESTER IV

SPECIALISATION: ACCOUNTING AND FINANCE

SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT (COO 430)

At the end of the course, students will be able to:

1. Define and summarize fundamental and technical analysis techniques
2. Implement risk analysis of companies
3. Estimate and measure the returns with the help of asset pricing models.
4. Build a stock portfolio with the help of risk-return analysis

TREASURY AND FOREIGN EXCHANGE MANAGEMENT (COO 431)

At the end of the course, students will be able to:

1. Describe the concepts of treasury management and foreign exchange management
2. Explain the components of the treasury department and role of the treasury manager
3. Explain the structure of the foreign exchange market and skills of the foreign exchange manager
4. Analyse and forecast exchange rates, risks in foreign exchange trade

COMMODITY DERIVATIVES (COO 433)

At the end of the course, students will be able to:

1. Describe the derivatives trading in commodities.
2. Relate the mechanism of commodity derivative trading with that of trading in Stocks.
3. Assess the risk associated with derivatives trading.
4. Create a portfolio comprising of the futures and options.

VENTURE CAPITAL AND PRIVATE EQUITY (COO 435)

At the end of the course, students will be able to:

1. Explain the concept of and ways of obtaining venture capital.

2. Interpret different strategies followed during the business life cycles.
3. Compare the potential business ideas and prepare a successful business plan.
4. Compare all the possible exit strategies for smooth transitioning

SPECIALISATION: BUSINESS MANAGEMENT

INDUSTRIAL AND RURAL MARKETING (COO 442)

On completion of the course, students will be able to:

1. Define and summarize the concepts of industrial marketing
2. Examine the intricacies of channel management
3. Appraise the nuances of rural marketing
4. Assessing pricing policies and ~~st~~ management of firms.

INTERNATIONAL MARKETING (COO 443)

On completion of the course, students will be able to:

1. Examine the International marketing environment.
2. Describe new product development ideas, product marketing strategies and branding issues.
3. Interpret pricing decisions, strategies and communication decisions in international marketing.
4. Analyse International marketing research and negotiating with customers.

INTERNATIONAL TRADE AND ENVIRONMENT (COO 446)

On completion of the course, students will be able to:

1. Discuss the significance of International Trade
2. Explain various aspects of the International Business Environment
3. Apply different Theories of International Trade
4. Analyse the Consequences of Globalization and Changes in the International Business Environment

ORGANISATIONAL BEHAVIOUR (COO 449)

On completion of the course, students will be able to:

1. Define the concept and importance of organisational behaviour at workplace
2. Explain the concepts of group behaviour, organisational power and politics
3. Prepare conflict resolution strategies for organisational harmony
4. Select the most appropriate method to solve organisational problems

(IV) INTEGRATED MASTER OF COMMERCE (IMCom)

SEMESTER I

BUSINESS LAWS (COI 102)

At the end of the course, students will be able to:

1. Define the fundamentals of various business laws.
2. Identify the relevant legal issues that arise on a given set of facts in the area of Contract Law.
3. Interpret significant provisions of various business legislations
4. Demonstrate knowledge of Business Laws and its applications in business transactions.

MANAGERIAL ECONOMICS (COI 104)

At the end of the course, students will be able to:

1. Define and identify conceptual background underlying Managerial Economics
2. Predict demand and supply conditions quantitatively
3. Illustrate the linkages between the production function and cost function
4. Differentiate various competitive strategies by evaluating pricing techniques and market environment according to nature of product and structure of markets.

FINANCIAL ACCOUNTING (COI 106)

At the end of the course, students will be able to:

1. Recall conceptual knowledge of financial accounting

2. Explain the treatment of various aspects of company accounts
3. Prepare Financial Statements of limited companies, non-profit organisations, Sole Proprietors and Partnership Firms as per applicable statutes and accounting standards.
4. Perform accounting computations and valuation with respect to Special Transactions

COST AND MANAGEMENT ACCOUNTING (COI 107)

At the end of the course, students will be able to:

1. Define basic knowledge of cost accounting concepts, elements and classification of cost and overheads.
2. Apply various techniques of costing and management accounting for managerial decision making and performance measurement.
3. Construct the application skills in drafting a cost sheet, estimation of tender, EOQ, Methods of valuing material issue.
4. Calculate the process losses, wastage, scrap, normal and abnormal losses and reconcile the profits of Financial and Cost Accounting, Treatment of profits in Contract costing.

FINANCIAL MANAGEMENT (COI 108)

At the end of the course, students will be able to:

1. Define the fundamental concepts of corporate finance.
2. Identify sources of finance and recognise different aspects of Financing Decisions in an organization.
3. Demonstrate analytical skills in calculation of leverages, weighted average cost of capital, determination of working capital requirements and dividend decisions.
4. Appraisal of investment projects using capital budgeting techniques.

SEMESTER II

COMPANY LAW (COI 202)

At the end of the course, students will be able to:

1. Discuss the distinct features of the Company, other forms of business, concepts under new law.
2. Discuss and understand procedural and legal aspects of issue of securities and inspection.
3. Apply the practical and procedural aspects of the Companies Act.
4. Demonstrate comprehensive knowledge and understanding of the regulatory aspects in formation of a company and its management.

ACCOUNTING (COI 206)

At the end of the course, students will be able to:

1. Discuss the framework for preparation and presentation of financial statements.
2. Prepare financial statements of various business entities as per accounting standards and general accounting principles.
3. Apply specific accounting standards and legislations to different transactions and events.
4. Demonstrate the Accounting procedures used for specialised business transactions.

INDIAN FINANCIAL AND FISCAL SYSTEM (COI 207)

At the end of the course, students will be able to:

1. Describe the structure of Indian financial system in general and Indian banking system in particular.
2. Explain the mechanics of money market in India and understand the application of monetary policy instruments.
3. Illustrate and explain the structure of public revenue, public expenditure and public debt
4. Evaluate fiscal and budgetary policy issues.

INCOME TAX (COI 208)

At the end of the course, students will be able to:

1. Identify and explain income under various heads of income.
2. Compute total income and determine tax liability of individuals.
3. Infer various provisions relating to clubbing of income, set off and carry forward of losses
4. Estimate various income computations for the purpose of preparing and filing income tax returns.

MANAGERIAL ACCOUNTING (COI 209)

At the end of the course, students will be able to:

1. Define and identify the significance of management accounting in business decision making.
2. Develop an understanding of planning, control and performance measurement of organisations using budgetary controls and standard costing technique.
3. Identify appropriate pricing solution for various business situation using differential analysis and pricing analysis.
4. Analyse and provide recommendations to improve the operations of organisations through the application of Marginal costing

SEMESTER III

ADVANCED ACCOUNTING (COI 301)

At the end of the course, students will be able to:

1. Observe and reproduce financial reporting of banking, NBFC, mutual funds and insurance companies.
2. Indicate accounting treatment for ESOPs, buy-back of shares, liquidation and underwriting transactions and valuation of goodwill.
3. Demonstrate ability to perform accounting of special transactions using relevant accounting standards.
4. Prepare consolidated financial statements.

AUDITING AND ASSURANCE (COI 302)

At the end of the course, students will be able to:

1. Recognize the fundamentals of auditing and assurance services with reference to standards and terms of engagement.
2. Identify audit risks and describe procedures undertaken at planning stage to meet audit objective.
3. Explain the procedure for audit of various items in financial statements and the requirements of an audit report.
4. Explain the distinct features of audit of different types of entities.

CORPORATE GOVERNANCE AND ETHICS (COI 303)

At the end of the course, students will be able to:

1. Define the theoretical framework of business ethics and corporate governance.
2. Describe the role of shareholders/ directors/ stakeholders in corporate governance.
3. Infer the roles and responsibilities of the board of directors/ stakeholders in corporate governance.
4. Interpret regulatory requirements to develop appropriate board/committee functions and structures for good corporate governance.

STRATEGIC MANAGEMENT (COI 306)

At the end of the course, students will be able to:

1. Define and explain concepts in strategic management.
2. Develop an understanding of strategies at different levels of management.
3. Discuss the process and challenges involved in strategy implementation
4. Analyse industry environment and perform portfolio analysis for an organization.

INFORMATION SYSTEMS AUDIT (COI 307)

At the end of the course, students will be able to:

1. Discuss concepts of Business Processes, its automation and implementation.
2. Identify specific risks and control measures for various business processes.
3. Discuss nuances of Application Systems, Database, Network and Operating System with related risks and controls.
4. Interpret regulatory and compliance requirements applicable to CBS & E-Commerce.

SEMESTER IV

ADVANCED AUDITING (COI 401)

At the end of the course, students will be able to:

1. Recall fundamental background of Auditing and Describe the legal liabilities of the auditor related to audit service.
2. Differentiate between audit report and audit certificate.
3. Display a sense of professional ethics.
4. Evaluate financial statements and control processes to establish a true and fair view of business transactions.

BUSINESS COMMUNICATION AND LEGAL PROCEDURES (COI 402)

At the end of the course, students will be able to:

1. Identify appropriate skills in written business communication like quotations, tender and other deeds.
2. Draft various business correspondences including agreements, deeds, guarantees, and other legal documents.
3. Demonstrate comprehensive knowledge of legal procedures in handling regulatory procedures.
4. Apply critical thinking, problem solving and technical proficiency in the development of exposition and argument.

BUSINESS RESEARCH METHODOLOGY (COI 403)

At the end of the course, students will be able to:

1. Define business research and explain its significance and scope.
2. Apply research principles and conduct literature review.
3. Construct sample for a study and perform data analysis using parametric and non-parametric tests.
4. Illustrate ability to write a research report.

CORPORATE RESTRUCTURING AND VALUATION (COI 404)

At the end of the course, students will be able to:

1. Define Corporate Restructuring and understand its significance
2. Examine the rationale and modes of restructuring.

3. Develop comprehensive knowledge of regulatory provisions with respect to different types of corporate restructuring.
4. Illustrate ability to perform business valuation using appropriate methods.

ANALYSIS OF FINANCIAL STATEMENTS (COI 406)

At the end of the course, students will be able to:

1. Recognise the relevance of financial statement analysis.
2. Identify and apply appropriate techniques of financial statement analysis.
3. Analyse and interpret the financial performance of the organisations.
4. Enhance analytical and critical thinking skills.

SEMESTER V

ADVANCED TAX LAWS (COI 501)

At the end of the course, students will be able to:

1. Identify the technical terms related to Income Tax.
2. Explain the special provisions under Income Tax Act for companies and other entities including LLPs, firms, Trusts, BOIs
3. Apply provisions beneficial for corporate tax planning under different circumstances.
4. Demonstrate knowledge of principles of international taxation and transfer pricing.

ADVANCED COMPANY LAW (COI 502)

At the end of the course, students will be able to:

1. Identify provisions relating to formation of various entities.
2. Recognize various provisions of company law with reference to managerial personnel.
3. Demonstrate knowledge of company law provisions for winding up, amalgamations, producer companies, LLPs, banking and insurance companies.
4. Explain Reports, Filings and Compliance with Allied Acts so as to comprehensively file annual returns.

ADVANCED FINANCIAL MANAGEMENT (COI 503)

At the end of the course, students will be able to:

1. Describe the framework of financial policy and identify different types of risks.
2. Estimate computations for evaluation of international capital budgeting decisions.
3. Demonstrate knowledge of international financial markets.
4. Choose appropriate avenues for availing finance for SMEs and start-up firms.

FINANCIAL REPORTING (COI 504)

At the end of the course, students will be able to:

1. Recognize corporate financial reporting system.
2. Prepare financial statements and record accounting entries based on Ind AS.
3. Apply Ind AS in specific circumstances such as consolidated financial statements, business combination and share based payment.
4. Discover emerging trends in financial reporting.

INTERNSHIP (COI 505)

At the end of the course, students will be able to:

1. Identify the linkages among different functions and departments.
2. Contrast theoretical learning in practical situations by accomplishing the tasks assigned.
3. Assess interest and abilities in their field of study.
4. Develop self-understanding, self-confidence, and interpersonal skills.

SEMESTER VI

ADVANCED MANAGEMENT ACCOUNTING (COI 601)

At the end of the course, students will be able to:

1. Describe the role of strategic cost management in supporting strategy development
2. Explain cost management techniques for decision making in specific business sectors.
3. Apply advanced cost management techniques in evaluating business performance.
4. Analyse and evaluate financial and non-financial performance to suggest ways for improvement.

FINANCIAL SERVICES AND CAPITAL MARKETS (COI 602)

At the end of the course, students will be able to:

1. Enumerate the conceptual background of investment management.
2. Discuss the working and intricacies of primary market and secondary market.
3. Illustrate working of the financial services sector and familiarise with emerging financial services.
4. Compare investment opportunities in stock markets

INDIRECT TAXES (COI 603)

At the end of the course, students will be able to:

1. Identify specific provisions of GST and its levy.
2. Discuss specific provisions and facilities under foreign trade policy.
3. Demonstrate proficient knowledge in application of GST law and procedures.
4. Infer provisions and procedures under customs law.

TREASURY AND FOREX MANAGEMENT (COI 604)

At the end of the course, students will be able to:

1. Describe the system of treasury management and forex market.
2. Explain applications of techniques of cash and liquidity management.
3. Assess foreign exchange risk using derivatives instruments.
4. Estimate exposures of a firm in forex markets and provide practical solutions to deal with exposure.

SEMESTER VII

BANKING LAWS AND PRACTICES (COI 701)

At the end of the course, students will be able to:

1. Recognise and relate regulatory aspects of Banking Operations.
2. Analyse financial performance of banks using various techniques within the regulatory framework.
3. Demonstrate an understanding of international banking and bank-customer relationship management.
4. Analyse the functions of e-services, risk management and ethics in Modern Banking.

SECURITY AND PORTFOLIO MANAGEMENT (COI 702)

At the end of the course, students will be able to:

1. Recall the fundamentals of investment and enumerate various measures of risk and returns for financial securities
2. Demonstrate risk and return measurement and valuation procedures for financial securities
3. Show practical application of various techniques under Fundamental and Technical Analysis.
4. Categorize optimal portfolios and evaluate them using various methods.

SOFT SKILLS TRAINING (COI 705)

At the end of the course, students will be able to:

1. Identify the significance of effective business communication.
2. Develop skills to draft business letters, company correspondence and design effective presentations.
3. Demonstrate and help learners use professional etiquettes in formal and informal settings.
4. Support the learners to face the recruitment process.

INTERNSHIP (COI 706)

1. Explore career alternatives prior to graduation.
2. Develop work habits, attitude, communication and other critical skills to enhance employability.
3. Exhibit critical thinking, problem solving and decision-making skills by analysing underlying issues.
4. Enable the learners to summarize recommendations received and build a professional network that can be a resource for the future.

VENTURE CAPITAL AND PRIVATE EQUITY (CIO 703)

At the end of the course, students will be able to:

1. Recognize the nature and structure of private equity business.
2. Identify appropriate entry and exit strategies for private equity investment decisions.

3. Describe key features of approaches to valuation and apply commonly used standards of value.
4. Develop ability to evaluate the economic worth of a company.

FINANCIAL RISK MANAGEMENT (CIO 704)

At the end of the course, students will be able to:

1. Define and classify the types of business risks.
2. Understand risk management and apply modern techniques in quantifying various risks.
3. Relate applicable regulatory norms for management of risks.
4. Interpret risks associated with corporate governance.

BUSINESS ANALYTICS (CIO 705)

At the end of the course, students will be able to:

1. Define the fundamental concepts in Business Analytics.
2. Explain predictive analysis using business data across various domains.
3. Application of techniques of marketing analytics to understand market performance and identify prospects.
4. Illustrate operational analytics for the purpose of management of logistics and costs.

INTERNAL AUDIT (CIO 706)

At the end of the course, students will be able to:

1. Recall the meaning of Internal Audit and explain its structure.
2. Describe the process of understanding the entity and its environment including its internal control system.
3. Apply analytical procedures in planning the audit and maintain audit documentation.
4. Point out and report audit findings in an appropriate format.

SEMESTER VIII

ENVIRONMENTAL MANAGEMENT AND ACCOUNTING (COI 801)

At the end of the course, students will be able to:

1. Define Environmental accounting and related concepts
2. Identify environmental issues related to use of Natural resources.

3. Relate environmental issues and organizational actions.
4. Illustrate business approaches to environmental accounting, understand trends and potential future directions.

DERIVATIVES MARKET (COI 802)

At the end of the course, students will be able to:

1. Define and explain the evolution and role of Derivatives Market in India.
2. Demonstrate the trading mechanism in forward, futures and option derivatives.
3. Show applications of methods for valuation of various derivative instruments.
4. Analyse various risk management tools and profit-making strategies.

INTERNATIONAL BUSINESS (CIO 803)

At the end of the course, students will be able to:

1. Define nature and scope of International Business and identify appropriate strategy for entering the global market.
2. Explain key issues related to International Business operations.
3. Illustrate the concepts of India's Foreign Trade Policy and relate it to the flow of FDI.
4. Demonstrate the role of various International Economic institutions and associations in International Business.

INSURANCE AND RISK MANAGEMENT (CIO 804)

At the end of the course, students will be able to:

1. Recognise the conceptual background of insurance business and identify its types .
2. Classify various sources of risks and its impact on Insurance business.
3. Explain the principles of risk management in insurance and perform quantitative evaluations for risk measurement and management.
4. Perform necessary computations for pricing insurance products using various methods.

ECONOMETRICS OF FINANCE (CIO 805)

At the end of the course, students will be able to:

1. Define the fundamental concepts of Econometrics.
2. Explain the process of Econometric Modelling.

3. Develop knowledge and skills to apply econometric techniques.
4. Interpret and forecast financial data for examining relationships amongst variables and facilitate hypothesis testing.

INTELLECTUAL PROPERTY RIGHTS (CIO 806)

At the end of the course, students will be able to:

1. Recognise different types of intellectual properties (IPs) and their roles in contributing to organizational competitiveness.
2. Discuss the regulatory framework pertaining to Intellectual Property.
3. Demonstrate the process for registration, licensing and revocation of intangibles.
4. Infer a holistic understanding on Intellectual Property Rights and its management.

DISSERTATION (COP)

At the end of the course, students will be able to:

1. Recall concepts in Business Research and discover various areas of research.
2. Identify research gaps and frame a Research Proposal.
3. Select and apply appropriate research methods and techniques suitable for the chosen research field.
4. Analyse the data and interpret results in order to draw conclusions and arrive at solutions for the benefit of environment and society.

(V) MASTERS OF TOURISM AND TRAVEL MANAGEMENT

SEMESTER I

PRINCIPLES OF MANAGEMENT (TTC 101)

After completing this course students will be able to:

1. Explain the significance of Management
2. Describe the functions and responsibilities of a manager
3. Analyse significant leadership styles and mechanisms
4. Compare the approaches to Management by different organizations

PRINCIPLES AND POLICIES OF TOURISM (TTC 102)

After completing this course students will be able to:

1. Explain the contemporary theories and models of the tourism system.
2. Identify how life stage and lifestyle factors influence a decision to travel.
3. Compare the international, national and state level tourism policies.
4. Develop a tourism policy based on superstructure and base structure relationships.

BUSINESS STATISTICS (TTC 103)

At the end of the course, students will be able to:

1. Explain the significance of Statistical applications in Management.
2. Demonstrate capability to deal with numerical and quantitative issues in business.
3. Analyse primary statistical data using analysis tools and techniques.
4. Choose statistical, graphical, and algebraic techniques to solve statistical problems.

GEOGRAPHY FOR TOURISM MANAGEMENT (TTC 104)

After completing this course students will be able to:

1. Locate major national and international destinations on a world map.
2. Explain the role of human, physical and environmental Geography in Tourism
3. Calculate flying time and elapsed time from an Itinerary Display
4. Analyse the impact of weather and climate on tourist destinations and tourist movement.

MANAGERIAL COMMUNICATION (TTC 105)

At the end of the course, students will be able to:

1. Read an article from newspaper.
2. Paraphrase a travel advisory by listening to a video content.
3. Produce an official letter offering your services as a travel consultant.
4. Apply effective body language to present a project.

HUMAN RESOURCE MANAGEMENT IN TOURISM (TTC 106)

After completing this course students will be able to:

1. Identify the functions of human resource management department
2. Design a human resource plan for a mid to large size tourism organisation
3. Demonstrate interview techniques through a role play
4. Evaluate the performance appraisal systems of select tourism organisations

TOURISM ECONOMICS (TTC 107)

At the end of the course, students will be able to:

1. Understand the theories associated with tourism economics
2. Understand the drivers of demand and supplies of tourism and their interplay
3. Understand tourism industry micro structure
4. Derive a demand schedule from given economic data

SEMESTER II

BUSINESS RESEARCH METHODS (TTC 208)

At the end of the course, students will be able to:

1. Explain various kinds of research, objectives of doing research, research process and research designs
2. Describe a research problem and develop a sufficiently coherent research design.
3. Construct data collection instruments to obtain primary quantitative and quantitative data from respondents
4. Assess gaps in tourism literature and investigate problems in the tourism industry.

ETHICAL, LEGAL AND REGULATORY ASPECTS OF TOURISM (TTC 209)

After completing this course students will be able to:

1. Identify the importance of ethics for tourism business units.

2. Explain the importance of AMASR 1951 and AATA 1972 in preservation of ancient art, antiques, monuments, and architecture.
3. Compare the role of international conventions in the regulation of hospitality, heritage, aviation, travel and tourism.
4. Recommend the essential travel documents required for international travel.

TOURISM MARKETING (TTC 210)

After completing this course students will be able to:

1. Define key concepts and principles of marketing as applied to destinations and the tourism experience.
2. Apply Ps of the Marketing Mix to the tourism industry.
3. Analyse the effectiveness of marketing strategies implemented by the tourism industry sector to identify and retain customers.
4. Develop a marketing plan for tourism products and destinations.

ACCOUNTING FOR MANAGERIAL DECISIONS (TTC 211)

At the end of the course, students will be able to:

1. Understand the theory of book keeping
2. Identify the type of books of accounts
3. Interpret the postings on the books of accounts
4. Finalise the books of accounts with Trading, P&L A/c

QUALITY MANAGEMENT IN TOURISM (TTC 212)

At the end of the course, students will be able to:

1. Understand the concept of quality in services industry.
2. Define the concept of quality in tourism management studies.
3. Describe the quality management process.
4. Solve quality management issues in the tourism industry.

ENTREPRENEURSHIP MANAGEMENT IN TOURISM (TTC 213)

After completing this course students will be able to:

1. Explain the driving forces behind creating and building value in new enterprises.
2. Describe the fundamental traits of entrepreneurial activities and processes.
3. Analyse the process of successful strategic innovation by visionary entrepreneurs.
4. Evaluate information that may help develop and sustain new business ideas.

SUSTAINABLE TOURISM (TTC 214)

After completing this course students will be able to:

1. List the dimensions of sustainable tourism and their role in tourism industry
2. Explain how a geographic milieu of a destination influences the sustainable tourism practices.
3. Demonstrate sustainable tourism practices that can be implemented in tourism destinations
4. Develop a sustainable tourism plan for the tourism sectors in a select destination.

INDUSTRY INTERNSHIP (TTC 215)

At the end of the course, students will be able to:

1. Identify the functions of a travel and tourism subsidiary or unit.
2. Explain how tourism business models are applied in practice.
3. Select functional areas to identify problems in their process.
4. Prepare a solution matrix for the gaps identified.

SEMESTER III AND SEMESTER IV

TRAVEL CONSULTANCY AND TOUR OPERATIONS (TTC 316)

After completing this course students will be able to:

1. List types of travel agencies.
2. Identify the essential elements of a tour package.
3. Explain the functioning of a travel agency.
4. Create a tour brochure using a story-board on life-style and life stages of tourist.

EVENT PLANNING AND MANAGEMENT (TTC 417)

At the end of the course, students will be able to:

1. List types of travel agencies.
2. Identify the essential elements of a tour package.
3. Explain the functioning of a travel agency.
4. Create a tour brochure using a story-board on life-style and life stages of tourist.

AVIATION PROJECT MANAGEMENT (TTO 018)

At the end of the course, students will be able to:

1. Describe the four stages of a project
2. Explain the function of a Gantt chart
3. Identify the five main elements of a PERT diagram and what their purpose is
4. Illustrate how a Critical Path is developed

AIRPORT OPERATIONS MANAGEMENT (TTO 019)

At the end of the course, students will be able to:

1. Understand the Socio-Environmental-Economic impact of an airport.
2. Describe the air-side operations at an airport
3. Compare the primary and secondary support services offered at an airport
4. Assess the role of Private, Public Partnership opportunities at an airport

AIR FARES AND TICKETING (TTO 020)

At the end of the course, students will be able to:

1. Explain how the ICAO and IATA influence air fares and ticketing procedures.
2. Locate the cities associated with countries on a world map using IATA codes.
3. Explain the anatomy of a journey through a ticketed itinerary.
4. Create a booking file and issue a ticket for air travel.

AIR CARGO MANAGEMENT AND LOGISTICS (TTO 021)

At the end of the course, students will be able to:

1. Identify the conventions associated with the air freight industry
2. Explain the role of international bodies in regulation of Air Cargo
3. Apply the stages of air cargo management from receipt of goods till the delivery of consignment.
4. Calculate the tariff using the appropriate reference materials

AIRLINE REVENUE MANAGEMENT (TTO 022)

At the end of the course, students will be able to:

1. Understand the history of airline revenue management
2. Understand the price utility and disutility in RM
3. Identify the differences between revenue and yield management.
4. Apply revenue management practices in airline seat configuration

TOURISM MANAGEMENT AND INFORMATION SYSTEMS (TTO 023)

At the end of the course, students will be able to:

1. Understand the utility of MIS in tourism.
2. Identify the software used in airline and travel industry.
3. Understand how information systems help optimise functions of the tourism industry
4. Compare the global distribution systems and their functionalities.

RESORT MANAGEMENT (TTO 024)

At the end of the course, students will be able to:

1. Define Resorts & describe different types of resorts.
2. Understand the Resort designing and planning process.
3. Identify the challenges & opportunities in resort management
4. Understand & summarize resort operations.

HISTORY AND HERITAGE OF GOA (TTO 025)

At the end of the course, students will be able to:

1. Understand the influence of history and culture on present day Goa.
2. Identify the dynasties that ruled Goa and their cultural legacies.
3. Understand the tangible and intangible heritage of Goa
4. Explain the history and heritage of historical monuments of Goa

ADVENTURE AND SPORTS TOURISM (TTO 026)

At the end of the course, students will be able to:

1. Define Adventure & sports tourism & identify popular adventure tourist destinations.
2. Recognize the importance of tools & safety equipments used in adventure & sports tourism.
3. Evaluate different marketing strategies used to promote adventure tourism in India.
4. Analyse the impacts of Adventure & Sports Tourism.

HOME STAY MANAGEMENT (TTO 027)

At the end of the course, students will be able to:

1. Define home stays & identify the leading Home Stays of India.
2. Analyse home stay market & the importance of social media marketing to promote home stays.
3. Develop home stays under the Incredible India Campaign for Home Stays.
4. Formulate home stays as a tool to promote Cultural Tourism.

FITNESS AND NUTRITION AS A TOURISM PRODUCT (TTO 029)

At the end of the course, students will be able to:

1. List the types of activities that can be promoted as F&NTP
2. Understand the importance of fitness and nutrition in tourism
3. Compare the fitness and nutrition related events in two countries
4. Promote fitness and nutrition as a tourism product

WELLNESS TOURISM AND SPA MANAGEMENT (TTO 030)

At the end of the course, students will be able to:

1. Describe the wellness tourism products
2. Identify entrepreneurial opportunities through wellness tourism
3. Identify the operational segments of a wellness tourism store
4. Develop and promote a spa and wellness tourism destination

INTERNATIONAL TOURISM MANAGEMENT (TTO 031)

After completing this course students will be able to:

1. Identify the factors that influence global travel.
2. Examine the emerging patterns and trends for international tourism destinations.
3. Interpret the role and contributions of Major Tourism organizations in tourism development and promotion.
4. Design tourism strategies for destinations using destination competitiveness models.

TRAVEL MEDIA AND JOURNALISM (TTO 032)

At the end of the course, students will be able to:

1. Understand the media used in travel writing.
2. Find the sources of information for travel writing.
3. Develop a e-travel journal documenting evidences of a study tour
4. Capture appropriate images for written content

TOURISM PRODUCTS OF INDIA (TTO 033)

At the end of the course, students will be able to:

1. Identify the vast tourism resources of India; both natural & man-made.
2. Identify popular tourism destinations of India.
3. Classify tourism products of India.
4. Analyse the tourism resources of India.

FINANCIAL MANAGEMENT IN TOURISM (TTO 034)

At the end of the course, students will be able to:

1. Determine the financial health of an organisation
2. Understand investment decision process
3. Explain the working capital management process
4. Assess the financial standing of a company through its audited report

FOREIGN LANGUAGE – FRENCH PAPER I (TTO 035)

At the end of the course, students will be able to:

1. Recognise the patterns of pronunciation and accent by listening to audio
2. Describe the weather
3. Use grammatically correct statements to introduce self
4. Use grammatically correct statements to introduce others

FOREIGN LANGUAGE – FRENCH PAPER 2 (TTO 036)

At the end of the course, students will be able to:

1. Recognise the patterns of pronunciation and accent by listening to audio
2. Describe a tourist location
3. Use grammatically correct statements to communicate at a railway station
4. Use grammatically correct statements to communicate at a restaurant

FOREIGN LANGUAGE – PORTUGUESE PAPER I (TTO 037)

After completing this course students will be able to:

1. Recognise the patterns of pronunciation and accent by listening to audio
2. Describe the weather
3. Use grammatically correct statements to introduce self
4. Use grammatically correct statements to introduce others

FOREIGN LANGUAGE – PORTUGUESE PAPER II (TTO 038)

After completing this course students will be able to:

1. Recognise the patterns of pronunciation and accent by listening to audio
2. Paraphrase in Portuguese language after listening to the information
3. Use grammatically correct statements to communicate at a railway station
4. Use grammatically correct statements to communicate during airport and hotel check-in

(VI) POST GRADUATE DIPLOMA IN MANAGEMENT (EVENT MANAGEMENT)

SEMESTER I

EVENT PLANNING AND LOGISTICS (PDCE001)

On completion of the course, the student will be able to:

1. Explain the fundamental concepts, develop event designing, event protocol, itinerary and various event resources.
2. Describe the events based on their size, types, concepts relating to event planning, production, marketing and financing.
3. Evaluate the causes and impact of issues and risks involved in events.
4. Analyse event budgets, cost sheets and profits.

INFORMATION TECHNOLOGY IN EVENT MANAGEMENT (PDCE002)

On completion of the course, the student will be able to:

1. Use designing software like Corel Draw and Photoshop
2. Use video editing software Premier Pro
3. Prepare posters, logo and event designs

MICE (MEETINGS, INCENTIVES, CONVENTIONS AND EVENTS/ EXHIBITIONS)

On completion of the course, the student will be able to:

1. Examine the key characteristics of the Meetings, Incentives, Conferences, Exhibitions/Events sector (MICE)
2. Illustrate the range of meeting and convention venues for events, analyse their characteristics and their role in the development of conference/exhibitions venues.
3. Discuss the role of the government and private sector in managing, promoting and funding MICE events
4. Critically assess the range of operational and management tasks necessary in order to manage MICE events successfully

WEDDINGS AND SPECIAL EVENTS (PDCE004)

On completion of the course, the student will be able to:

1. Explain the fundamental concepts, develop event designing, event protocol, itinerary and various event resources.
2. Describe the events based on their size, types, concepts relating to event planning, production, marketing and financing.
3. Evaluate the causes and impact of issues and risks involved in events.
4. Analyse event budgets, cost sheets and profits.

SEMESTER II

INTEGRATED MARKETING COMMUNICATIONS (PDOE001)

At the end of the course, the students will have competence in:

1. Outlining the nature of IMC and describe its environment
2. Explaining how to set IMC objectives and formulate an IMC budget and prepare an IMC plan
3. Evaluating creative strategies in the light of given marketing objectives and strategies
4. Explaining the behavioural factors that influence the effectiveness of communications

PRODUCT AND BRAND MANAGEMENT (PDOE002)

At the end of the course, the students will have competence in:

1. Increasing understanding of the important issues in planning and evaluating product and brand strategies
2. Providing “real world” experience and understanding of product and branding strategies and understand product and branding concepts from the consumer’s point-of-view
3. Understanding the work with the appropriate theories, models and other tools to ensure better branding decisions, and to make these concepts relevant for any type of organization.
4. Exploring contemporary issues in product and branding development and sustainability and to provide as strategic approach to product and branding issues

FINANCIAL MANAGEMENT (PDEOE003)

At the end of the course, the students will have competence in:

1. Critically evaluating the financial objectives of various types of organisations and the respective requirements of stakeholders
2. Explaining alternative sources of finance and investment opportunities and their suitability in particular circumstances
3. Assessing the factors affecting investment decisions and opportunities presented to an organisation
4. Selecting and apply techniques in managing working capital

HUMAN RESOURCE MANAGEMENT (PDOE004)

At the end of the course, the students will have competence in:

1. Designing a job description and specification for a position
2. Identifying factors that impact human resource planning
3. Identifying the importance of employee engagement for the success of an organization
4. Comprehending the role of human resource management towards organization success

COMMUNICATION SKILLS (PDOE005)

At the end of the course, the students will have competence in:

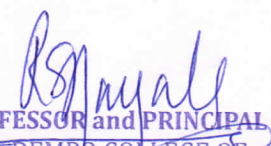
1. Providing an overview of Prerequisites to Business Communication
2. Putting in use the basic mechanics of Grammar
3. Providing an outline to effective Organizational Communication
4. Imparting the correct practices of the strategies of Effective Business writing

MARKETING MANAGEMENT (PDOE006)

At the end of the course, the students will have competence in:

1. Formulating a marketing plan that will meet the needs or goals of a business or organization
2. Developing an integrated marketing communications plan for a product, concept, good and/or service based on an identified market need or target
3. Formulating strategies for developing new and/or modified products, concepts, goods and services that respond to evolving market needs
4. Developing strategies for the efficient and effective placement/distribution of products, concepts, goods, and services that respond to evolving markets




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