

## Department of Commerce & Management

COURSE	COURSE OBJECTIVES	COURSE OUTCOMES
<b>Introduction to Financial Accounts</b>	<ol style="list-style-type: none"> <li>1. To understand the basic concepts and fundamentals used in financial accounting.</li> <li>2. To expose the students to all the intricacies of corporate financial statements.</li> <li>3. To make awareness among the students about the problems of financial accounting such as measuring and reporting issues related to assets and liabilities and preparing the financial statements.</li> </ol>	<ol style="list-style-type: none"> <li>1. Students are able to combine practical and theoretical knowledge of financial accounting.</li> <li>2. The course develop the skill of recording financial transactions</li> <li>3. Students learn the ability to identify and analyze financial accounting problems and also decision making skill in the financial analysis context.</li> <li>4. Improves the potentiality of students for using accounting information as a tool in applying solutions for managerial problems, evaluating the financial performance, and interpreting the financial structure.</li> <li>5. Students get the knowledge of the use of accounting software like TALLY.</li> </ol>
<b>Business Law</b>	<ol style="list-style-type: none"> <li>1. To demonstrate the relationship between law and economic activity</li> <li>2. To develop among the students the habit of analytical thinking and logical reasoning as a technique for decision-making.</li> <li>3. To promote the acceptable attitudes and viewpoints with respect to business ethics and social responsibility in the students.</li> <li>4. To enlighten the students with practical legal knowledge of global business law issues and its impact on businesses.</li> <li>5. To familiarize the students with case studies related to Business Laws.</li> </ol>	<ol style="list-style-type: none"> <li>1. Develop the awareness among the students of legal principles involved in economic relationships and business transactions.</li> <li>2. Equip the students with analytical skills for case study analysis.</li> <li>3. Students are able to understand the Intellectual Property rights and Consumer Protection laws.</li> <li>4. Help the students to analyse the principle of international business and strategies adopted by firms to expand globally.</li> </ol>
<b>Business Statistics</b>	<ol style="list-style-type: none"> <li>1. To develop the students' ability to deal with numerical and quantitative issues in business</li> <li>2. To enable the use of statistical, graphical and algebraic techniques.</li> <li>3. To impart knowledge among the students regarding statistical tools and its applications to build skills for statistical inference of business data.</li> <li>4. To emphasize statistical literacy of students and develop statistical thinking</li> </ol>	<ol style="list-style-type: none"> <li>1. Students can produce appropriate graphical and numerical descriptive statistics for different types of data and can analyze charts graphs to study the business situations</li> <li>2. Students can apply probability rules and concepts relating to discrete and continuous random variables to answer questions within a business context.</li> <li>3. Students are well versed in data processing by using the appropriate tools such as correlation, regression and linear programming.</li> <li>4. Helpful in conducting and interpreting a</li> </ol>

		<p>variety of hypothesis tests to aid decision making in a business context.</p> <p>5. Students can interpret the meaning of the calculated statistical indicators.</p>
<b>Principles of Management</b>	<p>1. To equip the students with requisite knowledge, skill &amp; right attitude necessary to provide effective leaders in a global environment.</p> <p>2. To create competent management professionals with strong ethical values, capable of assuming a pivotal role in various sectors of the Indian economy and society aligned with the national priorities.</p> <p>3. To develop proactive thinking among the students to perform effectively in the dynamic socio – economic and business eco-system</p> <p>4. To provide the tools and techniques to be used in the performance of the managerial job.</p>	<p>1. Students get the knowledge of the functions and responsibilities of managers.</p> <p>2. Competent managers with requisite knowledge, skill and right attitude are generated.</p> <p>3. Entrepreneurial approach and skill is developed among students to contribute for socio economic development.</p> <p>4. Students are able to analyze effective application of PPM knowledge to diagnose and solve organizational problems and develop optimal managerial decisions.</p> <p>5. Understand the complexities associated with management of human resources in the organizations and integrate the learning in handling these complexities.</p>
<b>Basics of Financial Services</b>	<p>1. To explain the core concepts of business finance and its importance in managing a business</p> <p>2. To enrich students' understanding of nature and scope of various types of financial services, working of financial service institutions and to understand the regulatory environment in which they are undertaken.</p> <p>4. To equip students with the knowledge and skills necessary to become employable in the financial service industry.</p>	<p>1. Students gain the knowledge of core concepts of business finance and its importance in managing a business</p> <p>2. Acquaint the students with the conceptual frame work of finance function and the tools, types, instruments of financial system in the realm of Indian Financial Market</p> <p>3. Students are able to evaluate and create strategies to promote financial products and services.</p> <p>4. Students are apprised with current structure and regulation of the Indian financial services sector.</p> <p>5. Students acquire the knowledge of various concepts related to leasing , hire purchase, factoring , bill discounting , venture capital and Merchant banking.</p>
<b>Introduction to Cost &amp; Management Accounting</b>	<p>1. To expose the students to the basic concepts and the tools used in Cost &amp; Management Accounting</p> <p>2. To enable the students to understand the principles and procedure of cost accounting and to apply them to different practical situations</p> <p>3. To familiarize the students with the applied aspect of accounting and making them aware with the techniques of using accounting information for decision making.</p> <p>4. To develop various skills among the students related with budget and budgetary control</p>	<p>1. Knowledge of management accounting assists in the formation of policies and in the planning and control of the operations of the organization.</p> <p>2. Student become aware to make effective use of accounting information in resolving the business problem, which they may face as manager</p> <p>3. Improves the understanding of students regarding the concept of operating costing and its applicability in service industry i.e hotel, hospital, transport, etc.</p>

		<p>4. Students are able to analyse and provide recommendations to improve the operations of organisations through the application of Cost and Management accounting techniques</p> <p>5. Students learn the skill of preparing budgets and budgetary control.</p> <p>6. Students become familiarized with the techniques of using the accounting information for decision making.</p>
<b>Consumer Behaviour</b>	<p>1. To develop an understanding about the consumer decision making process and its applications in marketing function of firms</p> <p>2. To equip the students with basic knowledge about issues and dimensions of Consumer Behaviour.</p> <p>3. To enable the students in designing and evaluating the marketing strategies based on fundamentals of consumer buying behaviour.</p> <p>4. To analyse personal, socio-cultural, and environmental dimensions that influence consumer decisions making.</p>	<p>1. Help the students to recognise social and ethical implications of marketing actions on consumer behavior.</p> <p>2. Develop the skill of understanding and analysing consumer information and using it to create consumer-oriented marketing strategies</p> <p>3. Demonstrate the capability to work both independently and in a team environment employing inquiry processes to complete marketing projects.</p> <p>4. Develop communication skills both orally and in writing within marketing contexts</p> <p>5. Demonstrate how knowledge of consumer behaviour can be applied to marketing.</p>
<b>Advertising</b>	<p>1. To discuss laws regulating the marketing and advertising industries.</p> <p>2. To describe the history of the advertising industry and its relation to today's marketplace.</p> <p>3. To explain the necessary education and training required for careers in the advertising and marketing industry.</p> <p>4. To understand the construction of an effective advertisement</p> <p>5. To discuss careers in the advertising and marketing industry.</p>	<p>1. Students are able to understand and examine the growing importance of advertising.</p> <p>2. Learn the construction of an effective advertisement and promotion projects.</p> <p>3. Demonstrate the value of an ethical approach to promotion and advertising activities and knowledge of international promotion and advertising functions.</p> <p>4. Enlighten the students about the future and career in advertising and also guide the working of advertising agencies</p>
<b>Financial Institutions &amp; Markets</b>	<p>1. To provide the basic knowledge to the students about the structure, role and functioning of financial institutions and markets in the financial system in India</p> <p>2. To understand how the economic development of any country depends upon the existence of a well organised financial system</p> <p>3. To develop the understanding</p>	<p>1. Students become aware of the structure and components of Indian Financial System.</p> <p>2. Students are able to understand the functions and working of the components and intermediaries of the financial system and how they are linked to each other.</p> <p>3. Aware the students to the Indian Capital Markets and the various Market Instruments introduced by the system for</p>

	<p>of financial concepts related to interest, annuities, shares and mutual funds.</p> <p>4. To give the knowledge of money market, foreign exchange market, derivative market, capital market and commodity market.</p>	investment and tax savings.
<b>Research Methodology</b>	<p>1. To inculcate the analytical abilities and research skills among the students.</p> <p>2. To give hands on experience and learning in Business Research.</p> <p>3. To understand some basic concepts of research and its methodologies</p> <p>4. To identify and discuss the complex issues inherent in selecting a research problem, selecting an appropriate research design, and implementing a research project.</p>	<p>1. Inculcate the analytical abilities and research skills among the students.</p> <p>2. Develop skills in qualitative and quantitative data analysis and presentation</p> <p>3. Develop advanced critical thinking skills</p> <p>4. Enable the students to frame a research proposal or industry project plan</p>
<b>Income Tax</b>	<p>1. To expose the students to the various provisions of income tax act relating to the computation of income of individual assesses.</p> <p>2. To Understand the concept of exempted incomes.</p> <p>3. To describe the role of Income Tax in Growth of Country.</p> <p>4. To acquire conceptual knowledge of Direct and Indirect Tax</p>	<p>1. Acquaint the students with the basics of Income Tax Act and its implications in computing tax liability of an individual.</p> <p>2. Familiarize the students with Filing of income tax return online and guide for tax planning.</p> <p>3. Progressive learning for the students of various tax issues and tax forms related to individuals.</p> <p>4. Students can demonstrate their knowledge in setting up a computerized set of accounting books</p>