2.6.1 Programme Outcome

Program Name	Program Outcome
Bachelor of Science In Information Technology (B.Sc.IT)	PO1: To develop the necessary analytical abilities for developing computer-based solutions for reallife problems. PO2: To inculcate quality practices in Information Technology solutions development. PO3: To imbibe professional skills in students for their future roles. PO4: To prepare necessary knowledge base for potential research and development in InformationTechnology. PO5: To help students' build-up a successful career in Information Technology and allied fields.

Course Outcome

Program Name and Semester	**Bachelor of Science in Information Technology** (B. Sc.IT) **Semester -I**

Course Name	**Course Outcome**
Programming Principles with C	CO1. Learn the basic principles of programming. CO 2. Develop of logic using algorithm and flowchart. CO 3. Acquire the information about data types. CO 4. Understanding of input and output functions. CO 5. Enhance advanced concepts using program
Digital Logic and Applications	CO 1. Apply number conversion techniques in real digital systems CO 2. Solve boolean algebra expressions CO 3. Derive and design logic circuits by applying minimization in SOP and POS forms CO 4. Design and develop Combinational and Sequential circuits CO 5. Understand and develop digital applications
Fundamentals of Database Management Systems	CO 1. Define and describe the fundamental elements of relational database management system. CO 2. To relate the basic concepts of relational data model, entity-relationship model, relational database design, relational algebra and SQL. CO 3. Design ER-models to represent simple database application scenarios. CO 4. Transform the ER-model to relational tables, populate relational database and formulate SQL queries on data. CO 5. Improve the database design by normalization. CO 6. Understand basic database storage structures and access techniques: file and page organizations, indexing methods and hashing.
Computational Logic and Discrete Structures	CO 1. Use logical notation CO 2. Perform logical proofs CO 3. Apply recursive functions and solve recurrence relations CO 4. Use graphs and trees CO 5. Apply basic and advanced principles of counting CO 6. Define sets and Relations CO 7. Calculate discrete probabilities.
Technical Communication Skills	CO 1. Analyse, synthesize and utilize the process and strategies from delivery to solving communication problem. CO 2. Learn the communication methodologies at workplace and learning about importance of team collaboration. CO 3. Learn about different technical communication such as presentations and interviews. CO 4. Understand and apply the art of written communication in writing reports, proposals. CO 5. Ground rules of ethical communication and MIS. CO 6. Understand the functions of graphs, maps, charts.

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Course Outcome

Program Name and Semester	**Bachelor of Science in Information Technology** (B. Sc.IT) **Semester -II**

Course Name	**Course Outcome**
Object Oriented Programming with C++	CO 1. Understand the concept of OOPs, feature of C++ language. CO 2. Understand and apply various types of Datatypes, Operators, Conversions while designing the program. CO 3. Understand and apply the concepts of Classes &Objects, friend function, constructors & destructors in program design. CO 4. Design & implement various forms of inheritance, String class, calling base class constructors. CO 5. Apply & Analyze operator overloading, runtime polymorphism, Generic Programming. CO 6. Analyze and explore various Stream classes, I/O operations and exception handling.
Fundamentals of Micro Processor and Microcontrollers	CO 1. Understand the basic concepts of Micro Computer Systems CO 2. Understand the architecture and hardware aspects of 8085 CO 3. Write assembly language programs in 8085 CO 4. Design elementary aspects of Micro Controller based systems CO 5. Interfacing peripherals using Micro Controller
Web Applications Development	CO 1.Analyze working of Internet. CO 2.Gain an insight into designing web pages. CO 3. Use different ways of styling web pages using CSS. CO 4.Implement basic and complex functionalities of JavaScript in a web page. CO 5.Employ PHP Scripts to execute dynamic tasks in a web page. CO 6.Perform various database tasks using PHP.
Numerical Methods	CO 1. Understand numerical techniques to find the roots of non-linear equations and solution of system of linear equations. CO 2. Understand the difference operators and the use of interpolation. CO 3. Understand numerical differentiation and integration and numerical solutions of ordinary and partial differential equations.
Green IT	CO 1.Understand the concept of Green IT and problems related to it. CO 2.Know different standards for Green IT. CO 3.Understand the how power usage can be minimized in Technology. CO 4.Learn about how the way of work is changing. CO 5.Understand the concept of recycling. CO 6.Know how information system can stay Green Information system.

Course Outcome

Program Name and Semester	**Bachelor of Science in Information Technology** (B. Sc.IT) **Semester -III**

Course Name	**Course Outcome**
Applied Mathematics	CO1: To calculate the various image transformations using matrices. CO2: Equation of First Order and second order differential Equation can describe exponential growth and decay, the population growth of species or the change in investment return over time. CO3: Implementation of Laplace Transformation will help to understand how various analog and digital signal conversions are done. CO4: Multiple Integration will help to calculate the surface area and volume of any real-life objects. CO5: Error functions will help to calculate the accurate error from true and observed value.
Computer Networks	CO1: To recognize the purposes and association between the OSI layers, different types of signalsand their mechanism of understanding each of them. CO2: To understand types of multiplexing schemes, transmission media and functions of datalink layer. CO3: Identify the network devices working at various layers, media access layer and protocols. CO4: To implement switching and routing algorithms like RIP, OSPF etc. and addressing schemes. CO5: To decide the right client server protocols to be used in the real-life scenario.
Python Programming	CO1: To develop small applications using basic concepts, values & expressions, various control & conditional statements and Looping. CO2: To use and implement built-in functions and User defined Functions along with different sting methods. CO3: To use new datatypes such as Lists, Tuples and dictionaries, Create and handle Exceptions and how to deal with files. CO4: To create classes and objects, implement use of regular expression and multithreaded programming. CO5: To develop GUI applications with database connectivity.
Data Structures	CO1: Understand how arrays can be efficiently used to store linear sets of similar type of data and performvarious operations like searching, sorting, merging, reversing etc. CO2: Interpret Linked List data structure to store data in non-linear form for effective utilization of memory, to solve problems like polynomial equations.

Course Name	Course Outcome
	CO3: Design stack and queue data structures and learn basic operations to be performed. Solve various problems using stacks and queues. CO4: Apply various sorting and searching techniques on arrays and to create various types oftrees and their applications like Huffman Algorithm, binary search tree etc. CO5: Understand Hashing techniques including collision techniques and to study graphs and their different operations and its traversals.
Database Management System	CO1: To design the model of database using required data Models. CO2: To demonstrate the concepts of Normalization and Relational Algebra operationson the database. CO3: To apply constraints on the values of DB also can apply different sub queries andtriggers to get the desired result from the database. CO4: To understand the concept of Transaction management and Concurrency Control. CO5: To implement PL/SQL blocks with Exception Handling, cursors, procedures, functions and packages to create the database for their project.

Course Outcome

Program Name and Semester	**Bachelor of Science in Information Technology** (B. Sc.IT) **Semester -IV**

Course Name	**Course Outcome**
Introduction to Embedded Systems	CO1: Understand the basic concepts of embedded systems. CO2: Familiarize with characteristics and attributes of embedded systems. CO3: Demonstrate knowledge and understanding of hardware software co design techniques for microcontroller based embedded systems. CO4: Program microcontrollers in C using IDE and debugging techniques. CO5: Design, Development and planning of embedded systems-based projects.
Computer Graphics and Animation	CO1: To provide an overview of the Computer Graphics field. To describe the importantinput & output graphics devices. To understand applications of Computer Graphics, different Scanning techniques. CO2: Develops theory of 2D, 3D transformation and describes various types of 2D, 3Dtransformations. CO3: Learning the basics of 3D Viewing & projections, basics of lights and color. CO4: To compare different algorithms for removal of hidden lines and surfaces. It tells how todesign and smooth surfaces. CO5: To Interpret the overviews of animation along with its types and techniques.
Computer Oriented Statistical Techniques	CO1: Able to summarize the information present in the given data set and gives an ideaaround which value the data observation is clustered. CO2: Understand the complementary relationship of skewness with measures of centraltendency and dispersion in describing a set of data. CO3: To be able to infer information about a population from samples drawn from it. And, to make decisions about populations based on sample information. CO4: To determine whether the difference between the observed and expected values is statistically significant. CO5: Able to identify the strength and direction of a linear relationship between two variables using correlation and to predict how much a dependent variable changes based on adjustments to an independent variable using regression.
Core Java	CO1: To learn program structure and basic concepts of java. CO2: To understand and apply OOP techniques to solve real world problems. CO3: To use and create packages and interfaces in a Java program. CO4: To implement Multithreading & exception handling techniques in java.

Course Outcome

Course Name	Course Outcome
	CO5: To design GUI application using Abstract Windows Toolkit.
Software Engineering	CO1: To learn basic concepts related to requirement engineering, different softwaredevelopment models, SRS document. CO2: To understand types of critical systems and learn about system models. CO3: To design and manage the software, different software architectural styles. CO4: To Verify and validate software and to estimate the cost of software. CO5: To learn about process improvement and different types of software engineering.

Course Outcome

Program Name and Semester	**Bachelor of Science in Information Technology** (B. Sc.IT) **Semester -V**

Course Name	**Course Outcome**
Internet of Things	CO1: Summarize the basic concepts of designing IOT devices and the Internet. CO2: Understand how prototypes can be created and electronic components required forcreating the prototype. CO3: Understand prototyping the physical device and program on the device using online-programming components and protocols. CO4: To know the various techniques for writing embedded programs and different businessmodels. CO5: To devise methods for mass production of IOT devices and learn about Ethics for IOT.
Software Project Management	CO1: To realize Project Management life cycle. To understand the various steps in Programme Management and Project Planning. CO2: To calculate the Software Effort Estimation. CO3: To do Project Planning and Risk assessment CO4: To think and analyze how Monitoring and Control can be implemented for various software projects. CO5: To realize the importance of Working in Teams.
Artificial Intelligence	CO1: Demonstrate knowledge of the building blocks of AI as presented in terms of intelligent agents. CO2: Analyze and formalize the problem as a state space, graph, design heuristics and select amongst different search or game-based techniques to solve them. CO3: Design good evaluation functions and strategies for game playing. CO4: Understand the fundamentals of knowledge representation (logic-based, frame- based, semantic nets), inference and theorem proving. Know how to build simple knowledge-based systems. CO5: Describe and implement several of the major approaches to classical planning, including planning graphs, POP, and propositionalizing.
Linux System Administration	CO1: Understand the duties of System Administrator, working on Command Line, understanding system administrator tasks, managing software. CO2: Configuring and managing storage, connecting to network, working with users, groups and permissions. CO3: Securing server with tables, setting up cryptographic services, configuring server for files sharing. CO4: Configuring DNS, DHCP, Mail Server, Apache.

Course Outcome

Course Name	Course Outcome
	CO5: Bash shell scripting, high-availability clustering, setting up an installation server.
Next Generation Technologies	CO1: To Understand Bif Data Concepts and applications. To understand the role of MongoDB as NoSQL Database. CO2: To understand MongoDB data model and apply different CRUD operations to analyze unstructured data. CO3: To learn how data is stored in MongoDB and data writes happen using journaling. To list MongoDB's limitations and the use cases where it's not a good fit. CO4: To develop skills to write scripts that create interactive effects on websites using jQuery. CO5: To create and parse JSON data.

Course Outcome

Program Name and Semester	**Bachelor of Science in Information Technology** (B. Sc.IT) **Semester -VI**

Course Name	**Course Outcome**
Security in Computing	CO1: Understand the basic design principles of security and know various security models CO2: Realise application of Symmetric Key Cryptography, Storage and Database Security CO3: Learn to design Secure Networks using the connecting devices CO4: Analyse the need of Intrusion Detection and Prevention Systems, Operating System Security Models. CO5: Evaluate feasibility of Virtualization and Cloud Computing for different types of data and Designing Secure Web Applications.
Principles of Geographic's Information Systems	CO1: To relate the real world and its representation of it using GIS. CO2: To understand and manage data and Processing Systems. CO3: To analyze Spatial Referencing and Positioning. CO4: To analyze Spatial data. CO5: To implement maps using QGIS software. CO6: To construct and analyze maps based on a particular area.
IT Service Management	CO1: To learn the basics of ITSM, Life Cycle of ITSM and principles of Service Strategy. CO2: To understand fundamentals of service design, principles, processes and challenges faced during service design. CO3: To understand fundamentals of service transition, principles, processes and challenges faced during service transition. CO4: To learn fundamentals of service operations, principles, processes and challenges faced during service operation. CO5: To understand principles, process of Continual Service Improvement and implementation of Continual Service Improvement.
Cyber Laws	CO1: To learn about Power of Arrest Without Warrant Under the IT Act, 2000, Cyber Crime and Criminal justice: Penalties, Adjudication and appeals Under the IT Act, 2000. CO2: To learn about Contracts in the InfoTech World and Jurisdiction in the Cyber World. CO3: Implementation of Copyright Protection in the Cyber world. CO4: To interpret real problems in the virtual World along with Digital Signatures, Certifying Authorities and E-Governance. CO5: Protection of cyber consumers in India and The Indian Evidence Act of 1872 vs Information Technology act.
Business Intelligence	CO1: To understand active forms of support for decision making based on the systematicadoption of mathematical models. CO2: To understand applications of data mining and business

Course Name	Course Outcome
	intelligence in the fields likerelational marketing, and models like salesforce planning. CO3: To understand knowledge management and its different activities. CO4: To create the phases of a data mining process and their objectives and the activities ofdata preparation. CO5: To develop models using classification and clustering methods.

Programme Outcome

Program Name	Program Outcome
Bachelor of Management Studies (B.M.S)	PO1: To demonstrate a solid understanding of key management concepts, theories, and principles across various disciplines. PO2: To apply critical thinking skills to analyse problems, evaluate alternatives and make informed decisions PO3: To develop problem solving skills through experiential learning and innovative pedagogy to ensure utilisation of knowledge in professional careers. PO4: To develop students' attributes and prepare them to take up job in the area of finance, marketing & human resources.

Course Outcome

Program Name and Semester	**Bachelor of Management Studies** (B.M.S) **Semester -I**

Course Name	**Course Outcome**
Business Economics I	CO1: Gain basic knowledge of the operation of the busineses economics. CO2: Apply the different concepts of demand, cost and production. CO3: Employ marginal analysis for decision making CO4: Understand and gain analytical skills for understanding market structures. CO5: Understand different pricing methods & to gain basic knowledge of the operation of the business economics.
Foundation of Human Skills	CO1: Students will understand and learn personality traits, behavioural patterns, different attitudes, types of intelligence, learning theories and many interesting models used to understand people and their behaviour. CO2: Raise the student's awareness of the centrality of organisational behaviour to understanding organisational functioning, focusing particularly on the individual and group/team level and also understand organisational processes from the perspectives of individuals and organisations. CO3: Study different motivational theories and evaluate motivational strategies used in a variety of organizational settings. CO4: Help students understand how to deal with work place stress and cope up with change in an organisation.
Introduction to Financial Accounts	CO1: To about accounting principles, accounting concepts and conventions CO2: To understand technicalities of financial accounting especially how journals and financial statements are prepared. CO3: To understand and apply depreciation and Bank Reconciliation Statement CO4: To demonstrate their knowledge of the fundamental and technical concepts in preparation of financial statements.
Business Law	CO1: To Learn the provisions of Contract Act, Sales of Goods Act CO2: To study provisions of Consumers Protection Act, Negotiable Instrument Act. CO3: To study the provision under Companies Act 2013 CO4: To understand the concept of copyrights, patents and trademarks under Intellectual property right.
Business Statistics	CO1: To study the method of collection data, Types of data, Presentation of data and the Measures of Central Tendency and properties related to it CO2: To understand the concept of Measures of Dispersion, Co-relation and Linear Regression and properties related to it CO3: To understand the concept of Time Series and Index Numbers and properties related to it CO4: To understand the concept of Probability and Decision Theory and properties related to it .

Course Outcome

Course Name	Course Outcome
Foundation Course-I	CO1: To have an overview of Indian society , its regional and demographic variations CO2: To understand the concept of disparity arsing due to gender inequality and other linguistic differences. CO3: To know duties and values to strengthen the societal values CO4: To understand Indian constitution and other political processes CO5: To have an overview of Indian society , its regional and demographic variations
Business Communication-I	CO1: To understand the process of communication and its application in real life CO2: To be able to understand the importance of medium in the effective communication and feedback CO3: To understand various barriers and ways to overcome them for effective communication. CO4: To know various channels of communication/ Verbal nonverbal communication/ Different modes of communication /E commerce CO5: To know about Business Ethics and its importance in real life situation

Course Outcome

Program Name and Semester	**Bachelor of Management Studies** (B.M.S) **Semester -II**

Course Name	**Course Outcome**
Foundation Course-II	CO1: Understand the concepts of liberalization, privatization and globalization and its effect on shaping Indian economy CO2: Comprehend the growth of information technology and communication and its impact on everyday life CO3: Develop a brief understanding about issues related to constitutional rights and an insight into the fundamental rights with respect to social, economic and political rights CO4: Recognizing the importance of environment and allied problems CO5: Identify the causes of stress and conflict and understand the problem of aggression and prejudice in society
Business Communication-II	CO1: To familiarize the learners with various communication technologies used to overcome communication barriers. CO2: To train the students to be comfortable with andknow about various types and the importance of group communication. CO3: To enhance written language proficiency in business correspondence. CO4: To acquaint the students with report writing and types of reports.
Principles of Marketing	CO1: To understand the scope , nature and characteristics of Marketing CO2: Impact of micro & macro environment on market & factors affecting CO3: To understand the components of marketing mix CO4: TO understand in detail STP & current trends in marketing
Industrial Law	CO1: To learn the different provisions related to industrial relations and Industrial Disputes. CO2: To understand the currents Industrial scenario related to Health, Safety and Welfare. CO3: To Implement social legislation provisions in the practical Life. CO4: To acquire law related to compensation Management.
Business Mathematics	CO1: To study Elementary Financial Concepts like Interest, Annuity, Depreciation, Function. CO2: To understand the concept of Matrices and Determinants and various properties related to it CO3: To understand the concept of Derivatives and application of Derivatives and various properties related to it CO4: To understand the concept of Numerical Interpolation and properties related to it
Principles of Management	CO1: To understand the basic concepts and theories of Management. CO2: Understand the process and theories of management's functions: planning and decision making ,its process, elements and techniques in detail. CO3: To understand the functions of Organizing. Study various organizational structures. Understand span f control and delegation. CO4: Evaluate leadership styles to anticipate the consequences of

	each leadership style. learning and understanding the process of Directing, Coordination and control. Gather and analyse both qualitative and quantitative information to isolate issues and formulate best control methods.
Business Environment	CO1: To understand business environmental concepts inclined with internal and external environment and effectively conducting SWOT analysis of different business entities. CO2: Understanding the Political and Legal environmental framework in India for PESTLE analysis. CO3: To conduct an integrated analysis of the modern trends on social, cultural, technological front & understanding the competitive advantage of business. CO4: Challenges faced while conducting International Business and investment opportunities for Indian industry with case studies.

Course Outcome

Program Name and Semester	**Bachelor of Management Studies** (B.M.S) **Semester -III**

Course Name	**Course Outcome**
Accounting for Managerial Decision	CO1: To acquaint management learners with basic accounting fundamentals. CO2: To develop financial analysis skills among learners. CO3: The course aims at explaining the core concepts of business finance and its importance in managing a business
Information Technology in Business Management	CO 1 To learn basic concepts of Information Technology, its support and role in Management, for managers. CO 2 Module II comprises of practical hands-on training required for office automation. It is expected to have practical sessions of latest MS-Office software. CO 3 To understand basic concepts of Email, Internet and websites, domains and security therein. CO 4 To recognize security aspects of IT in business, highlighting electronic transactions, advanced security features.
Environmental Management	CO1: Basic concepts related to composition of environment. CO2: Degradation of the environment through depletion of resources such as air, water and soil, which is deterioration of ecosystems; CO3: Sustainability is a broad discipline, giving students insights for ecological balance CO4: Non-Conventional energy sources are gaining importance due to high demand of conventional energies
Business Planning & Entrepreneurship Management	CO1: Entrepreneurship is one of the major focus areas of the discipline of Management. This course introduces Entrepreneurship to budding managers. CO2: To develop entrepreneurs &to prepare students to take the responsibility of full line of management function of a company with special reference to SME sector.
Strategic Management	CO1: The objective of this course is to learn the management policies and strategies at every Level to develop conceptual skills in this area as well as their application in the corporate world. CO2: The focus is to critically examine the management of the entire enterprise from the Top Management view points. CO3: This course deals with corporate level Policy & Strategy formulation areas. This course aims to developing conceptual skills in this area as well as their application in the corporate world.

Consumer Behavior (Marketing)	CO1: The basic objective of this course is to develop an understanding about the consumer decision making process and its applications in marketing function of firms CO2: This course is meant to equip undergraduate students with basic knowledge about issues and dimensions of Consumer Behaviour. CO3 Students are expected to develop the skill of understanding and analysing consumer information and using it to create consumer-oriented marketing strategies.
Advertising (Marketing)	CO1: To understand & examine the growing importance of advertising CO2: To understand the construction of an effective advertisement. CO3: To understand the role of advertising in contemporary scenario CO4: To understand the future and career in advertising
Corporate Finance (Finance)	CO 1 The objectives of develop a conceptual frame work of finance function and to acquaint the participants with the tools techniques and process of financial management in the realm of financial decision making CO 2 The course aims at explaining the core concepts of corporate finance and its importance in managing a business CO 3 To providing understanding of nature, importance, structure of corporate finance related areas and to impart knowledge regarding source of finance for a business
Basics Financial Services (Finance)	CO1: The course aims at explaining the core concepts of business finance and its importance in managing a business CO2: The objectives of develop a conceptual frame work of finance function and to acquaint the participants with the tools, types, instruments of financial system in the realm of Indian Financial Market.
Recruitment & Selection (Human Resources)	CO1: The objective is to familiarize the students with concepts and principles, procedure of Recruitment and Selection in an organization. CO2: To give an in depth insight into various aspects of Human Resource management and make them acquainted with practical aspect of the subject.
Motivation & Leadership (Human Resources)	CO1: To gain knowledge of the leadership strategies for motivating people and changing organizations. CO2: To study how leaders facilitate group development and problem solving and work through problems and issues as well as transcend differences. CO3: To acquaint the students about practical approaches to Motivation and Leadership & its application in the Indian context

Course Outcome

Program Name and Semester	**Bachelor of Management Studies** (B.M.S) **Semester -IV**

Course Name	**Course Outcome**
Production & Total Quality Management	CO1. To acquaint learners with the basic management decisions with respect to production and quality management CO2. To make the learners understand the designing aspect of production systems CO3. To enable the learners apply what they have learnt theoretically.
Business Research Methods	CO 1 To inculcate the analytical abilities and research skills among the students. CO 2 To provide hands on experience and learning in Business Research.
Information Technology	CO1. To understand managerial decision-making and to develop perspective of major functional areas of MIS. CO2.To provide conceptual study of ERP, Supply Chain Management, CRM, key issues in implementation. This module provide understanding about emerging MIS technologies like ERP, CRM,SCM and trends in enterprise application. CO3. To learn and understand relationship between database management and data warehouse approaches the requirement and application of data warehouse. CO4. To learn outsourcing concepts. BPO/KPO industries, their structures, Cloud computing concepts. BPO/KPO industries, their structure, cloud computing.
Business Economics II	CO1. To understand basics of Macroeconomics. CO2.To understand the concept like Inflation, Money and Monetary policy CO3. To understand the fiscal policy CO4. To understand international trade and its importance.
Foundation Course - IV	CO1. To understand significance of ethics & ethical practices in businesses which are indispensable for progress of a country CO2. To learn the applicability of ethics in functional areas like marketing, finance and human resource management CO3. To understand the emerging need and growing importance of good governance and CSR by organisations CO4. To study the ethical business practices, CSR and Corporate Governance practiced by various organisations

Course Outcome

Course Name	Course Outcome
Auditing (Finance)	CO1: To enable students get acquaint with the various concepts of auditing. CO2: To ensure students understand and practice the various techniques of auditing while managing their finances
Financial Institution and Markets (Finance)	CO1: The Course aims at providing the students basic knowledge about the structure, role and functioning of financial institutions and markets in the financial system in India. CO2: To inculcate understanding relating to managing of financial system.
Rural Marketing (Marketing)	CO 1 The objective of this course is to explore the students to the Agriculture and Rural Marketing environment so that they can understand consumer's and marketing characteristics of the same for understanding and contributing to the emerging challenges in the upcoming global economic scenario.
Integrated Marketing Communication (Marketing)	CO1. To equip the students with knowledge about the nature, purpose and complex construction in the planning and execution of an effective Integrated Marketing Communication (IMC) program. CO2. To understand the various tools of IMC and the importance of co-ordinating them for an effective marketing communication program.
Training and Development (Human Resources)	CO1. This paper is not pure academic oriented, but practice based. It has been designed, keeping in view the needs of the organizations. Successful managerial performance depends on the individual's ability to observe, interpret the issues and modify his approach and behaviour. All organizations need to pay adequate attention to equip their employees. Rapid progress in technology has changed not only in the physical facilities but also in the abstract qualities required of the men who are using them. This paper will attempt to orient the students to tailor themselves to meet the specific needs of the organizations in training and development activities.
Change Management (Human Resources)	CO1. The objective of this paper is to prepare students as organizational change facilitators using the knowledge and techniques of behavioural science.

Course Outcome

Program Name and Semester	**Bachelor of Management Studies** (B.M.S) **Semester -V**

Course Name	**Course Outcome**
Logistics & Supply Chain Management	CO1: To provide students with basic understanding of concepts of logistics and supply chain management CO2: To introduce students to the key activities performed by the logistics function. CO3: To provide an insight in to the nature of supply chain, its functions and supply chain systems CO4 :- To understand global trends in logistics and supply chain management.
Corporate Communication & Public Relations	CO1 : To provide the students with basic understanding of the concepts of corporate communication and public relations CO2 : To introduce the various elements of corporate communication and consider their roles in managing organizations Co3: To examine how various elements of corporate communication must be coordinated to communicate effectively CO4: To develop critical understanding of the different practices associated with corporate communication
Wealth Management (Finance)	CO1: To provide an overview of various aspects related to wealth management CO2: To study the relevance and importance of Insurance in wealth management CO3: To acquaint the learners with issues related to taxation in wealth management CO4: To understand various components of retirement planning
Investment Analysis & Portfolio Management (Finance)	CO1 : To acquaint the learners with various concepts of finance. CO2 : To understand the terms which are often confronted while reading newspaper, magazines etc for better correlation with the practical world. CO3 : To understand various models and techniques of security and portfolio analysis.
Risk Management (Finance)	CO1 : To familiarize the student with the fundamental aspects of risk management and control. CO2 : To give a comprehensive overview of risk governance and assurance with special reference to insurance sector. CO3 : To introduce the basic concepts, functions, process, techniques of risk management..

Course Outcome

Course Name	Course Outcome
Direct Taxes (Finance)	CO1 : To understand the provisions of determining residential status of individual. CO2 : To study various heads of income. CO3 : To study deductions from total income. CO4 : To compute taxable income of Individuals.
Services Marketing (Marketing)	CO1 : To understand distinctive features of services and key elements in services marketing. CO2 : To provide insight into ways to improve service quality and productivity. CO3 : To understand marketing of different services in Indian context.
Sales & Distribution Management (Marketing)	CO1 : To develop understanding of the sales & distribution processes in organizations. CO2 : To get familiarized with concepts, approaches and practical aspects of the key decision-making variables in sales management and distribution channel management.
E-Commerce & Digital Marketing (Marketing)	CO1 ; To understand increasing significance of E-Commerce and its applications in Business and Various Sectors CO2 : To provide an insight on Digital Marketing activities on various Social Media platforms and its emerging significance in Business CO3: To understand Latest Trends and Practices in E-Commerce and Digital Marketing, along with its Challenges and Opportunities for an Organisation
Customer Relationship Management (Marketing)	CO1 : To understand concept of Customer Relationship Management (CRM) and implementation of Customer Relationship Management CO2: To provide insight into CRM marketing initiatives, customer service and designing CRM strategy CO3 : To understand new trends in CRM, challenges and opportunities for organizations
Finance for Human Professional and Compensation Management (Human Resource)	CO1 : To understand human resource management from a strategic perspective. CO2 : To link the HRM functions to corporate strategies in order to understand HR as a strategic resource. CO3 : To understand the relationship between strategic human resource management and organizational performance. CO4 : To apply the theories and concepts relevant to strategic human resource management in contemporary organizations CO5 : To understand the purpose and process of developing Human Resource Policies
Strategic Human Resource Management & HR Policies	CO1: To understand human resource management from a strategic perspective. CO2: To link the HRM functions to corporate strategies in order to understand HR as a strategic resource.

Course Outcome

Course Name	Course Outcome
(Human Resource)	CO3: To understand the relationship between strategic human resource management and organizational performance. CO4: To evaluate the purpose and process of developing Human Resource Policies.
Performance Management and Career Planning (Human Resource)	CO1 : To understand the concept of performance management in organizations. CO2 : To review performance appraisal systems. CO3 : To understand the significance of career planning and practices.
Industrial Relations (Human Resource)	CO1 : To understand the concept of performance management in organizations CO2 : To review performance appraisal systems CO3 : To understand the significance of career planning and practices

Course Outcome

Program Name and Semester	**Bachelor of Management Studies** (B.M.S) **Semester -VI**

Course Name	**Course Outcome**
Operations Research	CO1 : To help students to understand operations research methodologies. CO2 : To help students to solve various problems practically. CO3 : To make students proficient in case analysis and interpretation.
Project Work	CO1: To familiarize students with the basics of research and research process. CO2: To inculcate the element of research analysis and scientific temperament challenging the potential of learners as regards his/ her eagerness to enquire and ability to interpret aspect of the studies.
Innovative Financial Services (Finance)	CO1 : To familiarize the learners with the fundamental aspects of various issues associated with various Financial Services. CO2 : To give a comprehensive overview of emerging financial services in the light of globalization. CO3 : To introduce the basic concepts, functions, process, techniques and create an awareness of the role, functions and functioning of financial services
Project Management (Finance)	CO1 : The objective of this course is to familiarize the learners with the fundamental aspects of various issues associated with Project Management. CO2 : To give a comprehensive overview of Project Management as a separate area of Management. CO3 : To introduce the basic concepts, functions, process, techniques and create an awareness of the role, functions and functioning of Project Management
Investment Analysis & Portfolio Management (Finance)	CO1 : To acquaint the learners with various concepts of finance. CO2 : To understand the terms which are often confronted while reading newspaper, magazines etc for better correlation with the practical world. CO3 : To understand various models and techniques of security and portfolio analysis.
Strategic Financial Management (Finance)	CO1 : To match the needs of current market scenario and upgrade the learner's skills and knowledge for long term sustainability CO2 : Changing scenario in Banking Sector and the inclination of learners towards choosing banking as a career option has made study of financial management in banking sector inevitable CO3 : To acquaint learners with contemporary issues related to financial management

Course Outcome

Course Name	Course Outcome
Indirect Taxes (Finance)	CO1 : To understand the basics of GST CO2 : To study the registration and computation of GST CO3 : To acquaint the students with filing of returns in GST.
Brand Management (Marketing)	CO1 : To understand the meaning and significance of Brand Management CO2 : To Know how to build, sustain and grow brands CO3 : To know the various sources of brand equity
Retail Management (Marketing)	CO1 : To familiarize the students with retail management concepts and operations. CO2 : To provide understanding of retail management and types of retailers CO3 : To develop an understanding of retail management terminology including merchandize management, store management and retail strategy. CO4 : To acquaint the students with legal and ethical aspects of retail management. CO5 : To create awareness about emerging trends in retail management.
Media Planning and Management (Marketing)	CO1 : To understand Media Planning, Strategy and Management with reference to current business scenario. CO2 : To know the basic characteristics of all media to ensure most effective use of advertising budget. CO3 : To provide an insight on Media Planning, Budgeting, Scheduling and Evaluating the Different Media Buys.
International Marketing (Marketing)	CO1 : To understand International Marketing, its Advantages and Challenges. CO2 : To provide an insight on the dynamics of International Marketing Environment. CO3 : To understand the relevance of International Marketing Mix decisions and recent developments in Global Market
Organizational Development (Human Resource)	CO1 : To understand the concept of Organisational Development and its Relevance in the organisation CO2 : To Study the Issues and Challenges of OD while undergoing Changes CO3 : To get an Understanding of Phases of OD Programme CO4 : To Study the OD Intervention to meet the Challenges faced in the Organisation CO5 : To get an Insight into Ethical Issues in OD

Course Outcome

Course Name	Course Outcome
Human Resource Management in Service Sector Management (Human Resource)	CO1 : To understand the concept and growing importance of HRM in service sector CO2 : To understand how to manage human resources in service sector CO3 : To understand the significance of human element in creating customer satisfaction through service quality CO4 : To understand the Issues and Challenges of HR in various service sectors
Indian Ethos in Management (Human Resource)	CO1 : To understand the concept of Indian Ethos in Management CO2 : To link the Traditional Management System to Modern Management System CO3 : To understand the Techniques of Stress Management CO4 : To understand the Evolution of Learning Systems in India

Programme Outcome

Program Name	Program Outcome
Bachelor of Accounting and Finance (B.A.F)	PO1: This programme is designed for the students to specialize in the field of accounting & finance. PO2: This course emphasizes managing accountancy and the financial part of business. PO3: It promotes students to become professionals/managers/ entrepreneurs/ accountants. PO4: It enhances student's communication skills, social skills, computer skills. PO5: This programme also updates students with business & corporate laws and business economics.

Course Outcome

Program Name and Semester	**Bachelor of Accounting and Finance** (B.A.F) **Semester -I**

Course Name	**Course Outcome**
Financial Accounting Paper –I (Special AccountingAreas)	CO1: To define the Basic Accounting Standard such as AS1, AS2, AS9 and its implications as well as to understand and prepare manufacturing Company Final Accounts. CO2: To classify the capital and Revenue Expenditure and Receipts based on accounting standards. CO3: To be aware of departmental Accounting and its practical implications. CO4: To practically know the different methods of Hire Purchase Accounting.
Financial Management- I	CO1: To understand fundamentals of finance. CO2: To be familiar with concepts of valuation and Time Value of Money. CO3: To provide an insight on Leverages. CO4: To make them familiar with types of financing. CO5: To solve practical problems based on Cost of Capital.
Business Communication	CO1: To enhance interpersonal skills through discussion and interviews. CO2: To improve written communication through assignments and report writing.
Business Economics-I	CO1: To understand how household (Demand) and businesses (supply) interact in various market structures to determine price and quantity of goods produced. CO2: To identify how changes in the price of goods affect total revenue and total expenditure depending on the price elasticity of demand for the goods. CO3: To analyze the links between production, costs and the economic models of supply.
Foundation Course-I	CO1: To know political, economic, and social problems revealing in India. CO2: To be aware of environmental issues to cope with environmental problems by using eco-friendly friendly products and alternative resources of energy for attainable development.
Cost Accounting (Methods of Costing)-I	CO1: To understand different types of Cost and difference between cost and financial accounting. CO2: To gain knowledge on valuation of material cost. CO3: To analyze different schemes of wage payment and incentive. CO4: To understand classification of overhead and its Apportionment.

Course Outcome

Course Name	Course Outcome
Commerce Paper –I (Business Environment)	CO1: To understand the Dynamics of Business. CO2: To analyze Ethics and Consumerism. CO3: To relate the concept and importance of Corporate Social responsibility. CO4: To get knowledge of Global Business.

Course Outcome

Program Name and Semester	**Bachelor of Accounting and Finance** (B.A.F) **Semester -II**

Course Name	**Course Outcome**
Innovative Financial Services	CO1: To describe the various financial products, services, and strategies offered by the variety of financial services institutions. CO2: To evaluate financial products offered by the variety of financial services institutions for suitability and appropriateness in meeting consumer needs. CO3: To be able to understand the various technologies adopted in the operations of financial services.
Financial Accounting - II	CO1: To understand the ways to convert single entry bookkeeping to double-entry system. CO2: To gain knowledge on preparation ledger by branch and Consignment. CO3: To analyze computation of fire Insurance claim.
Auditing	CO1: To learn principles of auditing. CO2: To learn audit planning and procedures. CO3: To know various techniques available for effective audit of organization. CO4: To effectively carry out internal audit.
Business Communication - II	CO1: To familiarize the learners with various communication technologies used to overcome communication barriers. CO2: To train the students to be comfortable with and know about various types and the importance of group communication. CO3: To enhance written language proficiency in business correspondence. CO4: To acquaint the students with report writing and the various types of reports.
Foundation Course II	CO: To understand the concepts of liberalization, privatization and globalization and its effect on shaping Indian economy. CO2: To comprehend the growth of information technology and communication and its impact on everyday life. CO3: To develop a brief understanding about issues related to constitutional rights and an insight into the fundamental rights with respect to social, economic and political rights. CO4: To recognize the importance of environment and allied problems. CO5: To identify the causes of stress and conflict and understand the problem of aggression and prejudice in society. CO6: To develop effective methods to cope and manage individual stress and resolve conflicts.

Course Outcome

Course Name	Course Outcome
Business Mathematics	CO1: To understand the concept of Ratio, Proportion & Percentage. CO2: To relate the concept of profit & loss. CO3: To apply the concept of interest & Annuity. CO4: To evaluate the concept of Shares and Mutual Fund.
Business Law	CO1: To understand the procedure to be followed in case formation of Contract as well as remedies available for Breach of Contract. CO2: To relate the Provisions under Sale of Goods Act in respect of Contract of Sale & Agreement to sell. CO3: To identify the relevance and issues relating to Negotiable Instruments Act.

Course Outcome

Program Name and Semester	**Bachelor of Accounting and Finance** (B.A.F) **Semester -III**

Course Name	**Course Outcome**
Business Economics II	CO1: To understand why household, business, government and global behavior determine the aggregate demand for goods and services. CO2: To identify the basics of national income accounting. Explain public goods, externalities, and government interventions using public finance theories.
Business Law	CO1: To understand different provisions of Indian Partnership Act 1932. CO2: To gain knowledge on Limited Liability Partnership Act 2008. CO3: To analyze different sections of Factories Act 1948.
Cost Accounting II	CO1: To understand the basic concepts and processes used to determine product costs. CO2: To be able to interpret cost accounting statements. CO3: To be able to find out the cost of each contract. CO4: To be able to find out the cost of each process.
Financial Accounting III	CO1: To prepare financial accounts for partnership firms in different situations of admission, retirement, death and insolvency of the partners. CO2: To prepare financial statements for partnership firm on dissolution of the firm. CO3: To employ critical thinking skills to understand the difference between the dissolution of the firm and dissolution of partnership.
Financial Market Operations	CO1: To understand the overview of the Financial System. CO2: To understand the concept of Financial Markets. CO3: To apply the concept of Financial Instruments. CO4: To evaluate the concept of Financial Services.
Information Technology in Accountancy	CO1: To understand Computer Fundamentals. CO2: To make students comfortable with Microsoft Word and Microsoft Excel. CO3: To think on uses of Web and related technologies. CO4: To apply practical knowledge on the Internet and related technologies. CO5: To make them familiar with the use of E-Commerce.
Direct Tax	CO1: To make them familiar with the use of E-Commerce. CO2: To know the provisions under different heads of income. CO3: To apply the limits of deductions under Ch-VI A. CO4: To calculate the overall or net Taxable income of the person considering all heads of income.

Course Outcome

Program Name and Semester	**Bachelor of Accounting and Finance** (B.A.F) **Semester -IV**

Course Name	**Course Outcome**
Financial Accounting IV	CO1: To employ critical thinking skills to analyze financial data as well as the effects of differing financial accounting methods on financial statements. CO2: To understand the methods of redemption of debentures and the accounting thereof; and explain the concept of sinking fund, its use for redemption ofdebentures.
Management Accounting (Introduction to Management Accounting)	CO1: To understand the role of Management Accounting in Decision making. CO2: To relate practical aspects of analyzing and interpreting financial statements, analysis tool for financial statement analysis, ratio analysis, cash Flow Analysis and components of Working capital and estimating future requirements.
Taxation – III (Direct Taxes- II)	CO1: To set off and carry forward of losses. Computation of Tax liability of Individual & HUF. CO2: To compute Income of Partnership Firm. Tax Deduction at Source, Advance Tax, Interest Payable. Tax Planning & Ethics in Taxation.
Information Technology in Accountancy II	CO1: To be comfortable with Microsoft Word and Microsoft Excel. CO2: To uses of Web and related technologies, apply practical knowledge on Internet and related technologies and familiar with use of E-Commerce.
Foundation Course in Management (Introduction to Management)– IV	CO1: To understand basic management concepts and different functions of management. CO2: To get a clear picture of different management activities & functions. CO3: To overview the manner of managing activities. managing own business or to take over managerial responsibilities in a corporate setup.
Business Law (Company Law) – III	CO1: To describe the basic rules and concepts of corporate law, such as separate legal personality, limited liability, and the duties of company directors. CO2: To evaluate corporate problems, identifying appropriate legal obligations, duties, rights and remedies.
Research Methodology in Accounting and Finance	CO1: To understand a general definition of research design, process of designing a research study from its inception to its report. CO2: To use statistical and econometrical models and tools to analyses the data. CO3: To be familiar with the steps involved in identifying and selecting a good instrument to use in a study.

Course Outcome

Program Name and Semester	**Bachelor of Accounting and Finance** (B.A.F) **Semester -V**

Course Name	**Course Outcome**
Financial Accounting V	CO1: To know the different types of underwriting. CO2: To be able to understand the need for Buy – Back of shares. CO3: To understand the term 'Amalgamation' and the methods of accounting for amalgamations. CO4: To be able to calculate purchase consideration under both the methods of Amalgamation. CO5: To be able to understand the procedure for preparation of statement of affairs and deficiency/surplus account.
Financial Accounting VI	CO1: To identify Legal provisions of Banking Regulation Act, 1949 relating to Accounts and Non-performing assets and income from Non-performing assets. CO2: To understand about Various types of insurance like fire, marine, Miscellaneous and Special terms like premium, claims, commission, Management expenses, Reserve for unexpired risk Reinsurance. CO3: To understand how to do valuation of goodwill and shares. CO4: To be aware about non-banking Financial companies. CO5: To be able to understand Statutory provisions and Conversion of Partnership business into Limited Liability Partnership Final Accounts.
Cost Accounting III	CO1: To understand importance of Uniform costing for inter firm comparison. CO2: To gain knowledge on integrated and non- integrated system of costing. CO3: To analyze the ways to calculate WIP in Process Account. CO4: To understand classification of Running cost and Standing cost to calculate the cost per Km. CO5: To measure the cost of an activity.
Financial Management III	CO1: To understand the financial management and its importance and its applications in business and Introduce students to financial planning, and objectives, benefits, types of areas and stages of financial planning. CO2: To learn different methods to evaluate project, Project planning and Risk Analysis. CO3: To interpret how corporations make important investment and financing decisions.
Taxation	CO1: To understand payments under GST, Interests on delayed payments. CO2: To analyze the assessment procedures and keeping of records. CO3: To introduce basic concepts of Customs Act.

Course Name	Course Outcome
	CO4: To relate to Baggage, import and export. CO5: To learn different methods to evaluate project, Project planning & Risk Analysis and Trade Policies and its scope, applicability.
International Finance	CO1: To develop a frame of reference through which to identify, evaluate, and solve problems pertaining to international finance. CO2: To demonstrate an understanding of international financial theory and applications pertaining to currency derivatives and currency futures. CO3: To demonstrate an understanding of international financial theory and applications pertaining to currency derivatives and currency options. CO4: To provide students with a basic knowledge of how international financial markets work.
Financial Analysis & Business Valuation	CO1: To understand financial modeling for project appraisal. CO2: To make students comfortable with Financial Analysis. CO3: To provide an insight on Growth Analysis and Sustainable Earning. CO4: To make them familiar with basics of Valuation. CO5: To understand various Valuation Models. CO6: To solve practical problems based on Valuation of Assets and Liabilities.

Course Outcome

Program Name and Semester	**Bachelor of Accounting and Finance** (B.A.F) **Semester -VI**

Course Name	**Course Outcome**
Financial Accounting VII	CO1: To know the rules and regulation of electricity company. CO2: To learn bye-laws and accounting procedure as per co-operative society act-2003. CO3: To learn the theory and practice of investments. CO4: To impart the knowledge of evaluation of Mutual Fund.
Cost Accounting IV	CO1: To understand different types of budget and its preparation. CO2: To gain knowledge on application of marginal costing. CO3: To analyze different project proposals on its profitability, expansion or withdrawal.
Financial Management	CO1: To Know the Basic concepts of Book Value, Market Value, Economic Value. CO2: To understand and prepare accounts relates to mergers and Acquisitions. CO3: To analyze Leasing as Financing Decisions and working capital financing.
Taxation	CO1: To understand the payments under GST, Interests on delayed payments. CO2: To file the GST return. CO3: To evaluate the assessment procedures and keeping of records. CO4: To introduce to basic concepts of Customs Act. CO5: To relate special provisions related to Baggage, import and export.
Security Analysis and Portfolio Management	CO1: To understand the characteristics of different financial assets such as money market instruments, bonds, and stocks, and how to buy and sell these assets in financial markets. CO2: To evaluate the benefit of diversification of holding a portfolio of assets, and the importance played by the market portfolio. CO3: To apply different valuation models to evaluate fixed income securities, stocks, and how to manage their investment risks.
Management Control System	CO1: To understand the overview of the Financial System. CO2: To understand the concept of Financial Markets. CO3: To evaluate the concept of Financial Instruments. CO4: To analyze the concept of Financial Services.

Programme Outcome

Program Name	Program Outcome
Bachelor of Commerce in Banking and Insurance (B.B.I)	PO1: To have basic institutional and practical knowledge supported by text books including up-to- date information in the field of Banking and Insurance. PO2: To have knowledge of banking, insurance and capital market law besides fundamental legal knowledge. PO3: To have the ability to use basic theoretical and practical knowledge gained in the field in an advanced education level of the same field or at the same level of another field. PO4: To express their opinions about banking and insurance in written and oral form, based on the basic knowledge and skills they acquire.

Course Outcome

Program Name and Semester	**Bachelor of Commerce in Banking and Insurance (B.B.I) Semester -I**

Course Name	**Course Outcome**
EMFS (Environmental management of financial services)	CO1: To overview different kinds of financial services. CO2: To learn the role of Banking and Insurance for economic growth. CO3: To develop policies for Banking & Insurance Companies. CO4: To understand the regulatory norms for Banking & Insurance Sector.
Principles Of Management	CO1: To be aware towards varied managementprinciples and practices. CO2: To detail the different functions of management such as planning, organizing, staffing, directing,and controlling. CO3: To deal with organization structure and its hierarchy. CO4: To discuss about Indian leaders and International leaders.
Financial Accounting	CO1: To define bookkeeping and accounting. CO2: To understand the general purposes and functions of accounting CO3: To find the differences between management and financial accounting. CO4: To describe the main elements of financial accounting information assets, liabilities, revenue and expenses. CO5: To identify the main financial statements and their purposes.
Business Communication	CO1: To familiarize the learners to various communication technologies used to overcome communication barriers. CO2: To train the students to be comfortable with and know about various types and the importance of group communication. CO3: To enhance written language proficiency in business correspondence. CO4: To acquaint the students with report writing and the various types of report.
Business Economics	CO1: To understand how households (demand) and businesses (supply) interact in various market structures to determine price and quantity of a good produced. CO2: To relate changes in the price of a good affect total revenue and total expenditure depending on the price elasticity of demand for the good. CO3: To interpret the links between production costs and the economic models of supply. CO4: To apply economic reasoning to individual and firm behavior in different market structures. CO5: To understand the major pricing technique in different market structures and the implications.

Course Outcome

Course Name	Course Outcome
Quantitate Methods-I	CO1: To understand probability theory and its relation to general statistics. CO2: To identify the importance, techniques and biases of quantitative methods in context. CO3: To obtain point and interval predictions as well as forecasts. CO4: To construct and interpret various statistical hypothesis tests. CO5: To critically evaluate regression (model selection).
Foundation Course- 1	CO1: To have an overview of Indian society, its regional and demographic variations. CO2: To understand the history of women and various practices which are going on with women since ages. CO3: To compare the concept of disparity arising due to gender inequality and other linguistic differences. CO4: To evaluate the Indian political system and Indian constitution.

Course Outcome

Program Name and Semester	**Bachelor of Commerce in Banking and Insurance (B.B.I) Semester -II**

Course Name	**Course Outcome**
Principles and Practices of Banking & Insurance	CO1: To understand the functions of Banking. CO2: To understand Banking scenario in India. CO3: To identify kinds of business risks. CO4: To be able to learn about growth of Insurance Business.
Business Law	CO1: To demonstrate an understanding of the Legal Environment of Business. CO2: To apply basic legal knowledge to business transactions. CO3: To communicate effectively using standard business and legal terminology.
Financial Accounting - II	CO1: To understand Basic Accounting Concepts & principle. CO2: To gain knowledge about the double entry system of accounting & rules of Debit & credit. CO3: To relate accounts of a sole trading/partnership firm up to finalization of accounts. CO4: To classify Income & Expenditure into Capital & Revenue. CO5: To evaluate value stock and understand hire purchase system of sales.
Business Communication -II	CO1: To familiarize the learners to various communication technologies used to overcome communication barriers. CO2: To train the students to be comfortable with and know about various types and the importance of communication. CO3: To enhance written language proficiency in business correspondence. CO4: To acquaint the students with report writing and the various types of reports.
Foundation Course - II	CO1: To understand the concepts of liberalization, privatization and globalization and its effect on shaping Indian economy. CO2: To comprehend the growth of information technology and communication and its impact on everyday life. CO3: To develop a brief understanding about issues related to constitutional rights and an insight into the fundamental rights with respect to social, economic and political rights. CO4: To recognizing the importance of environment and allied problems. CO5: To identify the causes of stress and conflict and understand the problem of aggression and prejudice in society. CO6: To develop effective methods to cope and manage individual stress and resolve Conflicts.

Course Outcome

Course Name	Course Outcome
Organizational Behavior	CO1: To analyze five conceptual anchors of OB. CO2: To identify personal dimensıons of personality, Job satisfaction, motivation and learning. CO3: To analyze the group formation and management process. CO4: To compare group and group dynamics. CO5: To examine group types and team working techniques.
Quantitative Methods II	CO1: To understand Hypothesis and various linear programming techniques. CO2: To evaluate its application in Business and economics. CO3: To understand statistical application in Investment management. CO4: To implement various economic indicators.

Course Outcome

Program Name and Semester	**Bachelor of Commerce in Banking and Insurance (B.B.I) Semester -III**

Course Name	**Course Outcome**
Financial Markets	CO1: To understand the history of Indian financial system and its structure as well the establishment of Development banks. CO2: To gain Knowledge about Primary and Secondary markets, Insight about Regulatory Framework for Financial Market and Various stock Exchange. CO3: To understand Commodity Market, Its Structure and the brief about investing in commodities market. CO4: To evaluate Derivatives Market.
Direct Taxation	CO1: To acquaint the students with basic principles underlying the provisions of direct and indirect tax laws. CO2: To develop a broad understanding of the tax laws and accepted tax practices. CO3: To introduce practical aspects of tax planning as an important managerial decision-making process. CO4: To demonstrate progressive learning of various tax issues.
Information Technology	Co1: To understand the framework of Electronic commerce. CO2: To analyze the E- Banking and Electronic payment system. CO3: To gain complete knowledge of MS office. CO4: To understand various laws regarding cyber security.
FC- Overview Of Banking Sector	CO1: To understand the banking sector. CO2: To understand various relations between banker and its customers. CO3: To evaluate the technology in banking sector. CO4: To understand the concept of microfinance and financial inclusion.
Financial Management	CO1: To understand about Working Capital Financing. CO2: To formulate Cash Management Technique. CO3: To identify different types of Budget. CO4: To be able to calculate different types of Leverage.
Management Accounting	CO1: To understand role and importance of management accounting framework. CO2: To understand and analysis corporate financial statements. CO3: To analyze the nature and projection of working and operating cycle. CO4: To evaluate various factors and determinants of dividend policy and management of profits.

Course Outcome

Course Name	Course Outcome
Organization Behavior	CO1: To highlight the role of human resources in success of an enterprise. CO2: To understand various processes involved in increasing the value of human assets. CO3: To understand ways for maintaining high employee's morale. CO4: To maintain sound human relations by sustaining and improving the various conditions and facilities.

Course Outcome

Program Name and Semester	**Bachelor of Commerce in Banking and Insurance (B.B.I) Semester -IV**

Course Name	**Course Outcome**
Financial Management - II	CO1: To understand about Working Capital Financing. CO2: To formulate Cash Management Techniques. CO3: To identify different types of Budget. CO4: To be able to calculate different types of Leverage.
Cost Accounting	CO1: To understand to Cost Accounting. CO2: To classify Cost and Cost Sheet. CO3: To standardize Costing. CO4: To understand to Marginal Costing.
Entrepreneurship Management	CO1: To understand the concept of Entrepreneur and Entrepreneurship. CO2: To understand various aspects of Business planning. CO3: To compare various domains of Business. CO4: To interpret new and evolving concepts in Entrepreneurship.
Information Technology In Banking& Insurance – II	CO1: To understand the various E-banking models. CO2: To relate the induction of Techno management. CO3: To devise the application of IT in Banking. CO4: To implement advanced MS-Office.
Foundation Course – IV	CO1: To help students understand various procedure involved in insurance depending upon the market value. CO2: To train students to get comfortable with various aspects of insurance and its usage. CO3: To help students understand the various aspects of general insurance industry. CO4: To help students understand how insurance helps the economy.
Corporate & Securities Law	CO1: To understand company law. CO2: To summarize SCRA. CO3: To articulate the rules and regulations of SEBI. CO4: To relate Depository Act.
Business Economics - II	CO1: To understand why household, business, government and global behavior determine the aggregate demand for goods and services. CO2: To relate the basics of national income accounting. CO3: To explain public goods, externalities, and government interventions using public finance theories.

Course Outcome

Program Name and Semester	**Bachelor of Commerce in Banking and Insurance (B.B.I) Semester -V**

Course Name	**Course Outcome**
International Banking & Finance	CO1: Fundamentals of International Finance. CO2: International Capital Market. CO3: Foreign Exchange Market. CO4: Risk Management. CO5: International Banking and Operation.
Research Methodology	CO1: To understand a general definition of research design, process of designing a research study from its inception to its report. CO2: To be familiar with conducting a literature review for a scholarly educational study. CO3: To understand the link between quantitative research questions and data collection and how research questions are operationalized in educational practice. CO4: To use statistical and econometrical models and tools to analyses the data. CO5: To give a full shape to a research report, e.g., Interpretation, Layout, References and Appendix.
Auditing -1	CO1: To understand recollects Vouching, Verification, internal check, control and audit. CO2: To understands auditing of companies and appointment of company auditor. CO3: To gain knowledge of audit of Bank and Insurance. CO4: To acquires information on types of audit and its needs. CO5: To acquires knowledge on verification and vouching.
Strategic Management	CO1: To identify the different levels of Strategy, its importance, and process and concepts. CO2: To understand economic, political, social, technological, legal and ecological Facet of strategic environment. CO3: To formulate mission vision and goals of their specific organization and to understand integration, disinvestment and downsizing. CO4: To be able to formulate strategies in a creative and innovative manner and to be able to evaluate Bench marking, to do performance gap analysis, Responsibility centres, ROI and budgeting.
Financial Services Management	CO1: To understand the concept of financial services. CO2: To understand the basic concepts of principles of finance. CO3: To devise different sources of finance. CO4: To evaluate the concept of Housing finance and Consumer finance.

Course Name	Course Outcome
	C05: To make the analysis of books of accounts and statements.
Business Ethics & Corporate Governance	CO1: To devise the applicability of ethics in business and its necessity to adhere to those ethics. CO2: To gain knowledge on corporate governance and code of conduct of business house. CO3: To understand the importance of CSR. CO4: To Analyze the different cases of corruption in different levels.

Course Outcome

Program Name and Semester	**Bachelor of Commerce in Banking and Insurance (B.B.I) Semester -VI**

Course Name	**Course Outcome**
Central Banking	CO1: To understand the rationale & functions of Central Bank. CO2: To identify the scope of Central banking in India. CO3: To learn the objectives of Monetary Policy & Credit Policy. CO4: To Link the functioning of Central bank to Financial Stability.
Human Resource Management	CO1: To understand the role of human resource in success of an enterprise. CO2: To relate various processes involved in increasing the value of human assets. CO3: To Devise ways for maintaining high employee morale. CO4: To understand as to how to sustain sound human relations by improving various conditions and facilities in an organization.
Auditing – II	CO1: To recollect Vouching, Verification, internal check, control and audit. CO2: To understands auditing of companies and appointment of company auditor. CO3: To gain knowledge of audit of Bank and Insurance. CO4: To acquire information on types of audit and its needs. CO5: To acquires knowledge on verification and vouching.
Turnaround Management	CO1: To understand how to handle business. CO2: To understand the Industrial Sickness and how its industry becomes sick. CO3: To know the different turnaround strategies to overcome sickness and to implement business process re-structuring in sick unit. CO4: To know the recent trends in business scenario.
International Business	CO1: To understand the International Trade- Its Growing Importance and MNC. CO2: To relate Institutional support like IMF, ILO, WTO. CO3: To Differentiate between International Human resource and Domestic business, Expatriation and Repatriation. CO4: To export and import, Its Methods and quality. CO5: To export and import Procedure /Foreign Trade policy.

Programme Outcome

Program Name	Program Outcome
Bachelor of Financial Markets (B.F.M)	PO1: This Program will help the students bring an additional avenue of self-employment and knowledge needed to become Financial Management Advisor and helps students to understand how Financial Market works. PO2: It will provide an adequate exposure to the operational environment in the field of financial market & other related financial services. PO3: It will make students more employable in Financial Market Industries.

Course Outcome

Program Name and Semester	**Bachelor of Financial Markets (B.F.M)** **Semester -I**

Course Name	**Course Outcome**
Financial Accounting-I	CO1: To understand Meaning, principles and Scope of Accounting, Accounting standards, IFRS and accounting in computerized environment. CO2: To analyse accounting cycle, classification of expenditure and receipts. CO3: To prepare depreciation accounting and trial balance. CO4: To Prepare and present Manufacturing/ Partnership Final Accounts in horizontal format.
Introduction to Financial System	CO1: To get complete understanding Indian Financial System. CO2: To think about various financial products and instruments. CO3: To understand the core subject in better way.
Business Mathematics	CO1: To understand the concept of Ratio Proportion and Percentage and its practical application. CO2: To interpret the concept of Profit & Loss and its practical application. CO3: To use the concept of Interest & Annuity and its practical application. CO4: To associate the concept of Shares and Mutual Funds and its practical application.
Business Communication I	CO1: To understand the process of communication and its application in real life. CO2: To evaluate the importance of medium in the effective communication and feedback. CO3: To identify various barriers and ways to overcome them for effective communication. CO4: To know various channels of communication Verbal nonverbal communication. Different modes ofcommunication /E commerce.
Foundation Course I	CO1: To have an overview of Indian society, its regional and demographic variations. CO2: To relate the concept of disparity arising due to gender inequality and other linguistic differences. CO3: To know duties and values to strengthen the societal values. CO4: To compare Indian constitution and other political processes.
Business Environment	CO1: To analyses Business and its Environment. CO2: To Examine Business and Society. CO3: To relate Contemporary issues. CO4: To know various aspect of International Environment.

Course Outcome

Course Name	Course Outcome
Business Economics I	CO1: To gain basic knowledge of the operation of the business economics. CO2: To apply the different concepts of demand, cost and production. CO3: To employ marginal analysis for decision making. CO4: To understand and gain analytical skills for understanding market structures. CO5: To compare different pricing methods.

Course Outcome

Program Name and Semester	**Bachelor of Financial Markets (B.F.M)** **Semester -II**

Course Name	**Course Outcome**
Financial Accounting II	CO1: To understand accounting for issue of shares and debentures. CO2: To understand concept of bonus shares and accounting of issue of bonus shares. CO3: To acquaint with revised schedule VI, valuation of shares and goodwill, accounting of buyback of shares and own debentures, valuation of investments CO4: To acquire knowledge about GAAPs, Indian Accounting Standards and accounting in computerized environment.
Principles of Management	CO1: To get complete understanding of management of business. CO2: To plan, execution and control of various activities. CO3: To develop the analytical ability of the student to think and act systematically and smartly based on the situation.
Business Communication II	CO1: To familiarize the learners to various communication technologies used to overcome communication barriers. CO2: To train the students to be comfortable with and know about various types and the importance of group communication. CO3: To enhance written language proficiency in business correspondence. CO4: To acquaint the students with report writing and the various types of reports.
Business Statistics	CO1: To understand the concept of Sampling and its application in real life. CO2: To evaluate the concept of Measure of Central Tendency and its application in real life. CO3: To analyse the concept of Measure of Dispersion and its application in real life. CO4: To understand the concept of Correlation and regression and its application in real life.
Foundation Course II	CO1: To understand the concepts of liberalization, privatization and globalization and its effect on shaping Indian economy. CO2: To comprehend the growth of information technology and communication and its impact on everyday life. CO3: To develop a brief understanding about issues related to constitutional rights and an insight into the fundamental rights with respect to social, economic and political rights. CO4: To Recognize the importance of environment and allied problems.

Course Outcome

Course Name	Course Outcome
Environmental Science	CO1: To basic concepts related to composition of environment. CO2: To degradation of the environment through depletion of resources such as air, water and soil, which is deterioration of ecosystems. CO3: To sustainability is a broad discipline, giving student's insights for ecological balance. CO4: To non-Conventional energy sources are gaining importance due to high demand of conventional energies.
Computer Skills I	CO1: To understand Computer Fundamentals. CO2: To understand History of Windows OS. CO3: To think on uses of Internet and related technologies. CO4: To make students comfortable with Microsoft and Excel.

Course Outcome

Program Name and Semester	**Bachelor of Financial Markets (B.F.M)** **Semester -III**

Course Name	**Course Outcome**
Debt Market I	CO1: To understand basic concepts of Debt Market & Fixed Income Securities. CO2: Detailed understanding if fixed income securities and their various categories. CO3: Latest learning on economic indicators and fixed income markets. CO4: Challenges faced by Portfolio Management in fixed income market – domestic & international.
Equity Market I	CO1: To get complete understanding of equity market including regulatory framework, fundamental & technical analysis. CO2: To think about function of SE and practical applicability of statistical analysis etc. CO3: To participate in Indian equity market.
Portfolio Management	CO1: To understand the concept of Portfolio Management and its practical application. CO2: To analyse the Portfolio Management Strategies and its practical application. CO3: To evaluate the concept of Portfolio Analysis and its practical application. CO4: To relate the concept of Portfolio Revision and performance management and its practical application.
Business Law I	CO1: To make aware about provisions of Contract Act. CO2: To study the different Negotiable Instruments. CO3: To understand the provisions of Special Contract Act.
Computer Skills II	CO1: To understand the concept of Advance Spread sheet and its practical application. CO2: To analyze the concept of Data Based Management System and its practical application. CO3: To understand the concept of Modern E Business Software Systems and its practical application. CO4: To evaluate the concept of Emerging Technologies and its practical application.
Management Accounting	CO1: Basic understanding of Management Accounting. CO2: Understanding Analysis and interpretation of Accounting. CO3: To Acquaint with Ratio analysis and interpretation based on vertical financial statements.

Course Outcome

Course Name	Course Outcome
	CO4: To understand importance of cash flow management in business and preparation of cash flowstatement as per accounting standard 3. CO5: To know about various aspects of working capitalmanagement and its estimation.
Foundation Course III (Money Market)	CO1: To understand the Money market and its Instruments. CO2: To know the Money market is regulated by various Regulatory Framework. CO3: To Learn Various Instruments in Money market. CO4: To know the recent development in Money market.

Course Outcome

Program Name and Semester	**Bachelor of Financial Markets (B.F.M)** **Semester -IV**

Course Name	**Course Outcome**
Debt Market II	CO1: To understand basic concepts of Debt Market & Fixed Income Securities. CO2: To understand if fixed income securities and their various categories. CO3: To learn economic indicators and fixed income markets. CO4: To identify the challenges faced by Portfolio Management in fixed income market – domestic & international.
Equity Market II	CO1: To get knowledge about valuation and statistical Analysis. CO2: To think about the system of stock market and factors affecting price. CO3: To participate in Indian equity market.
Merchant Banking	CO1: To understand the concept of Merchant Banking. CO2: To relate the Initial Public Offering (IPO). CO3: To compare issue of DRs, ADRs and CPs. CO4: To understand the Issue of Bond and Debentures.
Business Law II	CO1: To study the provisions of different Business/Commercial law. CO2. To make aware about intellectual Law. CO3. To understand the current issue & its legality issue.
Corporate Finance	CO1: Basic understanding about corporate finance. CO2: To learn theories of capitalization, cost of capital and Break Even Analysis. CO3: To Understand capital structure theories, cost of capital and basics of capital budgeting. CO4: To acquire knowledge about various sources ofpublic finance.
Business Economics II	CO1: To understand Macroeconomics in detail. CO2: To co relate Money, Inflation and Monetary policy. CO3: To know various constituents of Fiscal policy. CO4: To understand the various issues of International trade.
Foundation Course IV- (Foreign Exchange Markets)	CO1: To understand foreign Exchange market and its trading volume. CO2: To learn historical prospective of FERA & FEMA. CO3: To understand operational aspects of For-ex market & contracts. CO4: To observe Risk management in For-ex market and types of exchange rates.

Course Outcome

Program Name and Semester	**Bachelor of Financial Markets (B.F.M)** **Semester -V**

Course Name	**Course Outcome**
Marketing in Financial Services	CO1: To understand foundation of service marketing. CO2: To analysis the various segmentation. CO3: To understand the various issues in marketing of services. CO4: To know the how service quality is offered and customer satisfaction.
Technical Analysis	CO1: To get complete understanding technical analysis. CO2: To think about application of various indicators. CO3: Students can analysis the share price movement and suggest to others to buy/sell/hold.
Financial Derivatives	CO1: To understand the concept of Financial Derivatives and its practical application. CO2: To analyse the concept of Futures and its practical application. CO3: To evaluate the concept of Options and its practical application. CO4: To compare the concept of Trading Clearing and settlement of Options and Futures and its practical application.
Equity Research	CO1: To understand the Research and Research Methodology in Equity Research. CO2: To understand the Equity Research overview. CO3: To study the various fundamentals of Research. CO4: To work on Companies analysis.
Direct Tax	CO1: To understand the provisions of determining residential status of individual. CO2: To study various heads of income. CO3: To study deductions from total income. CO4: To compute taxable income of Individuals.
Business Ethics and Corporate Governance	CO1: To understand the concept of Business Ethics and its practical application. CO2: To analyse the concept of Corporate Governance (Conceptual Framework) its practicalapplication. CO3: To relate the concept of Corporate Governance and Shareholders rights and its practical application. CO4: To evaluate the concept of Corporate Governance Forums and Legislative Framework ofCorporate Governance in India.

Course Outcome

Program Name and Semester	**Bachelor of Financial Markets (B.F.M)** **Semester -VI**

Course Name	**Course Outcome**
Venture Capital & Private Equity	CO1: To understand the concept of venture capital and Private Equity. CO2: To analyses the structure and valuation approaches. CO3: To understand strategies of private equity. CO4: To know exit strategies of Private Equity.
Mutual Fund Management	CO1: To get complete understanding of mutual fund industry, legalities, accounting, valuation and taxation. CO2: To differentiate the types of mutual fund products, Calculation of NAV etc. CO3: To develop the analytical ability of the student to become an investment advisor.
Risk Management	CO1: To understand the concept of Risk Management and its application in real life. CO2: To evaluate the Risk and techniques. CO3: To understand the concept of Foreign Exchange Risk. CO4: To investigate the concept of Interest Rate Risk.
Strategic Corporate Finance	CO1: To understand basics of Strategic Corporate Finance and Strategic cost management. CO2: To study about various sources of financing available for corporates. CO3: To recognise methods of company valuation and management buyouts and buy ins. CO4: To learn credit risk management.
Organization Behavior	CO1: To understand the Organization behaviour. CO2: To understand others, Interpersonal relationships. CO3: To evaluate behaviour and Team behaviour. CO4: To recognize Stress management and change.

Programme Outcome

Program Name	Program Outcome
Bachelor of Arts in Multimedia and Mass Communication (B.A.M.M.C)	PO1: The program considers media industries and their relationship to culture and society, and the understanding of how communication works. The program emphasizes the development of critical thinking, professional writing skills and effective oral communication. PO2: The Communication and Media Studies major prepares students fora wide variety of careers in business and industry, advertising, public relations and journalism, or advanced study PO3: This program will equip the learners with professional skills essential for making career in Entertainment industry, Cinema, Television, OTT Platforms, social media platforms etc. PO4: Students would demonstrate the ability to apply rhetorical principles in a variety of creative, cinematic, organizational, professional and journalistic venues. PO5: Knowledge, skills, and values that prepare them for future careers in our interconnected society, whether in mass media or advanced study PO6: Learners would develop a global awareness of political, social and corporate issues influenced by communication sensitivity and skills. PO7: Learners will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economic dynamics, regulatory constraints, and ethical concerns. PO8: This programme will also give them an improved sense of self-confidence and self efficacy and an awareness of their responsibilities as professionals in their field PO9: Learners will be able to create and design emerging media products, including blogs, digital audio, digital video, social media, digital photography, and multimedia. PO10: They will be better equipped to grasp the complex relationship between communication/media theories and a diverse set of individual, social, and professional practices. PO11: Learners will understand the underlying philosophical assumptions of, and be able to apply, communication research methods to address a range of media texts and audiences, production and technological practices, and relevant social issues. PO12: Learners will comprehend the foundations, process, and practices of writing for and about the media, and demonstrate proficiency in writing across platforms. PO13: Learners will be able to conceptualize, design, and produce one or more works in media based on effective principles and practices of media aesthetics for a target audience. PO14: Learners will acquire the knowledge and skills required to pursue a career in the specialization of their choice.

Course Outcome

Program Name and **Semester**	**Bachelor of Arts in Multimedia and Mass Communication** (B.A.M.M.C) **Semester -I**

Course Name	Course Outcome
Effective Communication–I	CO1: To make the students aware of functional and operational use of language in media. CO2: To equip or enhance students with structural and analytical reading, writing and thinking skills.
Foundation Course –I	CO1: To introduce students to the overview of the Indian Society. CO2: To help them understand the constitution of India. CO3: To acquaint them with the socio-political problems of India.
Visual Communication	CO1: To provide students with tools that would help them visualize and communicate. CO2: To understand visual communication as part of Mass Communication. CO3: To acquire basic knowledge to be able to carry out a project in the field of visual.
Fundamentals Of Mass Communication	CO1: To introduce students to the history, evolution and the development of Mass Communication in the world with special reference to India. CO2: To study the evolution of Mass Media as an important social institution. CO3: To understand the development of Mass Communication models. CO4: To develop a critical understanding of Mass Media. CO5: To understand the concept of New Media and Media Convergence and its implication.
Current Affairs	CO1: To provide learners with overview on current developments in various fields. CO2: To generate interest among the learners about burning issues covered in the media. CO3: To equip them with basic understanding of politics, economics, environment and technology so that students can grasp the relevance of related news. CO4: To ensure twenty minutes of newspaper reading and discussion in every lecture.
History Of Media	CO1: To understand Media history through key events in the cultural history. CO2: To enable the learner to understand the major developments in media history. CO3: To understand the history and role of professionals in shaping communications. CO4: To understand the values that shaped and continues to influence Indian mass media. CO5: To think and analyse about media.

Course Outcome

Program Name and **Semester**	**Bachelor of Arts in Multimedia and Mass Communication** (B.A.M.M.C) **Semester -II**

Course Name	**Course Outcome**
Effective Communication-II	CO1: To make the students aware of use of language in media and organization. CO2: To equip or enhance students with structural and analytical reading, writing and thinking skills.
Foundation Course-II	CO1: To introduce students to the overview of the Indian Society. CO2: To help them understand the constitution of India. CO3: To acquaint them with the socio-political problems of India.
Content Writing	CO1: To provide students with tools that would help them communicate effectively. CO2: To understand crisp writing as part of Mass Communication. CO3: To draw the essence of situations and develop clarity of thought.
Introduction To Advertising	CO1: To provide the students with basic understanding of advertising, growth, importance and types. CO2: To understand an effective advertisement campaigns, tools, models etc. CO3: To comprehend the role of advertising, various departments, careers and creativity. CO4: To provide students with various advertising trends, and future.
Introduction To Journalism	CO1: To help media students to acquaint themselves with an influential medium of journalism that holds the key to opinion formation & to create awareness.
Media Gender & Culture	CO1: To discuss the significance of culture and the media industry. CO2: To understand the association between the media, gender and culture in the society. CO3: To emphasize on the changing perspectives of media, gender and culture in the globalized era.

Course Outcome

Program Name and **Semester**	**Bachelor of Arts in Multimedia and Mass Communication** (B.A.M.M.C) **Semester -III**

Course Name	**Course Outcome**
Electronic Media I	CO1: To make the students acquainted with working of the two powerful media; i.e. radio and television. The content is useful for both advertising and journalism students in order to further their careers in their respective fields.
Corporate Comm. & Public Relation	CO1: To provide the students with basic understanding of the concepts of corporate communication and public relations. CO 2. To introduce the various elements of corporate communication and consider their roles in managing media organizations. CO 3. To examine how various elements of corporate communication must be coordinated to communicate effectively in today's competitive world. CO 4. To develop critical understanding of the different practices associated with corporate communication with the latest trends and social media tools.
Introduction To Photography	CO1: To introduce to media learner the ability of image into effective communication. CO 2. To help the learner understand that media photography is a language of visual communication and is far beyond just point and shoot fun moments. CO 3. To practice how picture speaks thousand words by enlightening the learner on how. CO 4. To develop the base of visualisation among learners in using pictures in practical projects. CO 5. To help learner work on given theme or the subject into making a relevant picture or photo feature
Introduction To Media Studies	CO1: To expose students to the well-developed body of media theory and analysis. CO2: To foster analytical skills that will allow them to view the media critically.
Film Communication I	CO1: To inculcate liking and understanding of good cinema. CO 2: To make students aware with a brief history of movies; the major cinema movements. CO 3: Understanding the power of visuals and sound and the ability to make use of them in effective communication. CO 4: Insight into film techniques and aesthetics.

Course Outcome

Course Name	Course Outcome
Computers & Multimedia I	CO1: To help learners make media industry ready. This will help learners to be aware of the minimum requirement of the software when stepping out in the industry. CO2: To introduce the media software to make the learners understand what goes behind the scene and help them choose their stream. CO3: To prepare learners skilled enough for independency during project papers in TY sem VI. CO4: To help learners work on small scale projects during the academic period.

Course Outcome

Program Name and **Semester**	**Bachelor of Arts in Multimedia and Mass Communication** (B.A.M.M.C) **Semester -IV**

Course Name	**Course Outcome**
Mass Media Res.	CO1: To introduce students to debates in Research approaches and equip them with tools to carry on research CO2: To understand the scope and techniques of media research, their utility and limitations
Electronic Media II	CO1: To make the students acquainted with working of the two powerful media; i.e. radio and television. The content is useful for both advertising and journalism students in order to further their careers in their respective fields.
Writing & Editing for Media	CO1: Provide the ability to understand writing styles that fit various media platforms. CO2: It would help the learner acquire information gathering skills and techniques. CO3: On completion of this course, students will be able to understand similarities and differences in writing for all forms of media including internet and digital. CO4: The learner will gather knowledge of different news and copy formats along with appropriate stylesheets and layout.
Media Laws & Ethics	CO1: To provide the learners with an understanding of laws those impact the media. CO2: To sensitize them towards social and ethical responsibility of media
Film Communication II	CO1: Awareness of cinema of different regions. CO2: Understand the contribution of cinema in society. CO3: How to make technically and grammatically good films. CO4: From making to marketing of films. CO5: Economic aspects of film. CO6: Careers in films.
Computer & Multimedia II	CO1: To help learner be media industry ready. This will help learners to be aware of the minimum requirement of the software when stepping in the industry. CO2: To introduce the media soft wares to make the learner understand what goes behind the scene and help them choose their stream. CO3: To prepare learner skilled enough for independency during project papers in TY sem.VI. CO4: To help learners work on small scale projects during the academic period

Program Name and **Semester**	**Bachelor of Arts in Multimedia and Mass Communication** (B.A.M.M.C) **Semester -V**

Specialization- Advertising

Course Name	Course Outcome
Copywriting	CO1: 1. To familiarize the students with the concept of copywriting as selling through writing CO 2. To learn the process of creating original, strategic, compelling copy for various mediums CO 3. To train students to generate, develop and express ideas effectively CO 4. To learn the rudimentary techniques of advertising headline and body copywriting, the economy of words and thought peculiar to this type of writing, and the necessity of creative thinking in written expression.
Brand Building	CO1: To study the concept of Brands. CO2: To analyze the process of building brands. CO3: To identify the importance of brand building to the consumer and advertisers.
Advertising & Marketing Research	CO1: The course is designed to inculcate the analytical abilities and research skills among the students. CO 2. To understand research methodologies – Qualitative Vs Quantitative CO 3. To discuss the foundations of Research and audience analysis that is imperative to successful advertising. CO 4. To understand the scope and techniques of Advertising and Marketing research, and their utility.
Consumer Behavior	CO1: To understand role of marketing in influencing consumer behaviour. CO2: To analyze the role of marketer& the consumer in advertising. CO3: To sensitize the students to the changing trends in consumer behaviour.
Direct Mktg. And E-commerce	CO1: To understand the awareness and growing importance of Direct Marketing CO 2. The objective is to use various direct marketing techniques (traditional and modern) for reaching to ultimate customers and build up customer loyalty and database management CO 3. To understand increasing significance of E-Commerce and its applications in business and various sectors. CO 4. To provide an insight on Direct Marketing activities on various Social Media platforms through E-commerce and its emerging significance in business

Course Name	Course Outcome
Agency Management	CO1: To acquaint the students with concepts, techniques and give experience in the application of concepts for developing an effective advertising campaign. CO 2. How an ad agency works and what opportunities exist CO 3. To familiarize students with the different aspects of running an ad agency CO 4. To inculcate competencies thereby enabling to undertake professional work with advertising industry.

Specialization- Journalism

Course Name	Course Outcome
Reporting	CO1: To enable students to become Reporters which is supposed to be a prerequisite while entering into the field of Journalism. CO2: To make them understand basic ethos of the news and news-gathering. CO3: To prepare them to write or present the copy in the format of news. CO4: To develop nose for news. CO5: To train them to acquire the skills of news- gathering with traditional as well as modern tools.
Investigative Journalism	CO1: Understand the role of investigative reporting in modern journalism CO2: To learn to conduct investigative research in an ethical manner. CO3: To create and write excellent investigative stories for media. CO4: To acquire advanced investigative journalistic skills CO5: Learner will acquire the ability to understand and analyse the key areas of investigative journalism even with limited resources.
Writing and Editing Skills	CO1: To provide learners with tools and techniques of editing and writing. CO2: To acquaint learners with the art of narration and storytelling strictly within the contours of journalistic principles.
Global Media and Conflict Resolution	CO1: To help students understand the difference in the role and structure of the media across the globe. CO2: To develop an understanding of the hold of media conglomerates and the issues of cultural differences CO3: To help students appreciate the potential of media in resolving conflicts.
News Media Management	CO1: To make students aware about the responsibilities, structure and functioning of responsibilities of an organization. CO2: Students will be able to analyze individual media businesses and understand the Economic drivers of the media economy. CO3: Students will have developed hands-on experience as content marketers using journalistic and digital techniques. CO4: Students will have gained a perspective on the evolution of media in the last 25 years and on key current trends.

Course Outcome

Course Name	Course Outcome
Journalism and Public Opinion	CO1: To understand the role of media in influencing and impacting Public opinion. CO2: To analyse the formation of Public opinion through digital and social media. CO3: To analyse the impact of the media on public opinion on socio-economic issues. CO4: To make students aware of theoretical framework of research on media and society.

Course Outcome

Program Name and	**Bachelor of Arts in Multimedia and Mass Communication** (B.A.M.M.C)
Semester	**Semester -VI**

Specialization- Advertising

Course Name	Course Outcome
Advertising in Contemporary soc.	CO1: To understand the environment of Advertising in Contemporary Society CO 2. To understand Liberalization and its impact on the economy and other areas of Indian society CO 3. To compare and analyse the advertising environment of different countries
Digital Media	CO1: Understand digital marketing platform CO2. Understand the key goals and stages of digital campaigns CO3. Understand the of use key digital marketing tools CO4. Learn to develop digital marketing plans
Ad- Design	CO1: Learner shall understand the process of planning & production of the advertisement. CO 2. To highlight the importance of visual language as effective way of communication. CO 3. To provide practical training in the field of advertising & make learner industry ready.
Media Planning & Buying	CO1: To develop knowledge of major media characteristics CO 2. To understand procedures, requirements, and techniques of media planning and buying. CO 3. To learn the various media mix and its implementation CO 4. To understand budget allocation for a Media plan and fundamentals
Advertising & Sales Promotion	CO1: Students should be able to demonstrate a thorough understanding of the major sales promotion concepts, CO 2. Use a framework to make effective sales promotion decisions, CO 3. Adopt the necessary skills and point of view of an effective sales promotion campaign
Rural Marketing	CO1: To introduce to Media students about the concept of Rural Marketing and Rural economy. CO 2. To make students to understand about Rural Environment and demography of Rural India. CO 3. To help students to understand marketing Mix Strategies for Rural Consumer and Agricultural goods and service. CO 4. To develop communication skills in media students and to understand Rural communication in contemporary society

Specialization- Journalism

Course Name	Course Outcome
Contemporary Issues	CO1: To stress the importance of social economic political aspects of the society as a media professional. CO2: To understand the role of media as a strategy to create awareness on various issues and mobilise to bring social progress
Photo and Travel Journalism	CO1: The objective of this course is to develop the ability of the learner to bring life into the story through characters and descriptions of places using photographs. CO2: The learner will be able to spread knowledge about different destinations through writings CO3: To understand the diverse audiences that are interested in travel and lifestyle-related content. CO4: To understand the use of camera and images to drive interest in stories.
Sports Journalism	CO1: To provide learners with tools and techniques of sports writing and analysis. CO2: To acquaint learners with importance of different sports tournaments from commercial point of view. CO3: To educate learners about careers in sports journalism.
Newspaper and Magazine Design	CO1: The learner is required to understand the process of print media production since the content collection to the final print ready layout. CO2: This includes news weightage as well as article relevancy and the visual treatment to the text block. The appearance of the various text blocks matters in layout. CO3: Learner should be able to reconstruct headlines suitable for the space keeping the core meaning and intensity intact. CO4: Learners are expected to develop software skills to be employable in industry. CO5: Learners shall develop the aesthetic vision and understand the discipline behind a layout
Digital Media	CO1: To understand digital marketing platform. CO2: Understand the key goals and stages of digital campaigns CO3: Understand the of use key digital marketing tools CO4: Learn to develop digital marketing plans.
Fake News and Fact Checking	CO1: To give media students the understanding of the differentiation between real news and fake news. CO2: To make media students aware of information disorder. CO3: To give students a thorough knowledge of information literacy and media. CO4: To give students a hand on knowledge on fact checking. CO5: To give students a practical overview of social media verification.

Programme Outcome

Program Name	Program Outcome
Bachelor of Science In Data Science (B.Sc.DS)	PO1: Build a strong foundation of statistics for data science. PO2: Use all the features and new updates of Python and R for data science. PO3: Perform scientific and technical computing using the Python SciPy package and its sub packages Integrate, Optimize, Statistics, IO, and Weave. PO4: Gain expertise in mathematical computing using the NumPy and Scikit-Learn package PO5: Gain an in-depth understanding of data structure and data manipulation PO6: Understand and use linear and non-linear regression models and classification techniques for data analysis PO7: Obtain a comprehensive knowledge of supervised and unsupervised learning models such as linear regression, logistic regression, clustering, dimensionality reduction, K-NN and pipeline PO8: Master the concepts recommendation engine, time series modelling, gain practical mastery over principles, algorithms, and applications of Machine Learning PO9: Learn to analyse data using Tableau and Power BI and become proficient in building interactive dashboards. PO10: Understand deep reinforcement learning techniques applied in Natural Language Processing. PO11: Understand the different components of the Hadoop ecosystem and learn to work with HBase, its architecture and data storage, learning the difference between HBase and RDBMS, and use Hive and Impala for partitioning. PO12: Understand Map Reduce and its characteristics and learn how to ingest data using Sqoop and Flume

Course Outcome

Program Name and Semester	**Bachelor of Science in Data Science** (B.Sc.DS) **Semester -I**

Course Name	**Course Outcome**
Descriptive Statistics	CO1: To understand the use and importance of statistical data by tabulating and implementing sampling methods. CO2: Able to identify association between the variables as well as Computing Consistent and in Consistent data. CO3: Able to Compute level of measures and apply as well as interpret data into graphs. CO4: Apply measure of central tendency to minimize the sum of squared deviation. CO5: Able to understand the basic assumption behind regression analysis and determine the model is significance as well as able to apply various techniques for the modelling.
Introduction to Programming	CO1: Proficiency in using and applying various data types including string, array list, tuple and dictionary. CO2: Ability to use regular expressions to perform Complex operations in less Code. CO3: Learning to make use of date and time in Python for various applications. CO4: Proficiency in using IPython architecture for Data Science Applications. CO5: Knowledge about the use of various data science tools.
Web Technology	CO1: Understand the meaning of the basic terminologies of web technology and explore, use the HTML5 Concepts. Understand the basic requirements of web design. CO2: Understand and use the Page layout, Navigation, Tables, Forms and Media features of HTML5. CO3: Understand and use Cascading Style sheet for beatifying the web pages. CO4: Implement Java Script for validation of user forms in web pages. CO5: To design the technique of transmitting data between a server and web application using JSON.
Business Communication and Information Ethics	CO1: Communicate effectively in non-verbal way, draft and write effective business letters. CO2: Effectively carryout Communication activities of business by following email etiquettes, drafting memos. CO3: Write elegant business reports and prepare user instruction manual. CO4: Apply information ethics in all walks of life. CO5: Become a good Communicator in life.
Precalculus	CO1: Apply the knowledge of numbers, graph and functions in real life.

Course Outcome

Course Name	Course Outcome
	CO2: Apply trigonometry in modelling real life problems. CO3: Use analytic trigonometry and inverse circular functions to solve a variety of problems. CO4: Apply complex numbers theory to different domains, use vectors and matrices to solve real life problems. CO5: Identify different types of conics from equations, understand sequences and series and basics of limits and derivatives.

Course Outcome

Program Name and Semester	**Bachelor of Science in Data Science** (B.Sc.DS) **Semester -II**

Course Name	**Course Outcome**
Probability and Distributions	CO1: Organize, manage and present data. CO2: Analyze statistical data graphically using frequency distributions and cumulative frequency distributions. CO3: Use the basic probability rules, including additive and multiplicative laws, using the terms, independent and mutually exclusive events. CO4: Translate real-world problems into probability models. CO5: Derive the probability density function of transformation of random variables. CO6: Calculate probabilities and derive the marginal and conditional distributions of bivariate random variables.
Database Management	CO1: To evaluate business information problems and find the requirements of a problem in terms of data. CO2: To draw database design in logical structure and can identify the entities which exist in a system. CO3: To construct normalized database and functional dependencies between attributes and relational algebra queries. CO4: To design the database schema with the use of appropriate data types for storage of data in database. CO5: To create, manipulate, query and back up the databases with features of SQL.
R Programming	CO1: To use R Studio and explore the features for R programming. CO2: To use R functions and graphics within R programming for solving problems. CO3: To work with advanced graphics of R, import and use the data and represent the data into tables. CO4: To apply formatting on table, use Pipelines in application and use strings, factors in R programmer. CO5: To manipulate Data Frames and make use of Dates in R application.
Environmental Science	CO1: Ability to recognize and explain the importance of the environment and its resources. CO2: Knowledge about insights into ecology and biodiversity. CO3: Recognize the cause and effects of environmental pollution and other social issues. CO4: Knowledge about population and its impact on the environment. CO5: Insight into environment management and sustainable development.

Course Outcome

Course Name	Course Outcome
Calculus	CO1: To find the derivative of a function. CO2: To perform integration of functions with ease. CO3: To apply the knowledge of derivatives and integration to different domains and obtain the results. CO4: To apply the knowledge of multiple integrals and polar coordinates to solve real life problems with ease. CO5: To use partial derivatives and differential equations to solve a variety of problems.

Course Outcome

Program Name and Semester	**Bachelor of Science in Data Science** (B.Sc.DS) **Semester -III**

Course Name	**Course Outcome**
Research Methods and Ethics	CO1: To understand the reasons for doing research, the applications of research, characteristics and requirements of the research process, types of research and Research paradigms. CO2: Learner will apply major approaches to information gathering, the relationship between attitudinal and measurement scales Methods for exploring attitudes in research. CO3: Learner can analyze data in qualitative and quantitative studies, application of IT in data analysis. CO4: Learner can write a research report and use Information Technology in Research. CO5: Learner is practicing ethical codes and practices of conduct research.
Data Structures and Algorithms Using Python	CO1: Learner can choose appropriate data structure in Python for specified problems and algorithms. CO2: Learner can implement Linked list and Stack data structure in various domains. CO3: Learner can implement Tree and Queue data structures and use their operation. CO4: Learner has ability to apply hashing techniques, Symbol Table and Graph Algorithms appropriately. CO5: Learner has skills to handle sorting, searching and pattern matching on various data structures.
Economics	CO1: Learner understands the basic economic decisions that underline the economic process: What and how to produce goods and services and how they are distributed. CO2: Learner can apply the concepts of scarcity, choice and opportunity cost to analyze the workings of a market economy. CO3: Learner can demonstrate a firm knowledge of the

Course Name	Course Outcome
	interrelationships among consumers, government, business and the rest of the world in the U.S. macro economy. CO4: Learner can identify the process of how the nation 's output of goods and services is measured through the national income and product accounts; clearly comprehend the income and expenditure approaches to measuring national output and national income. CO5: Learner is capable to clearly illustrate the specific roles and functions of monetary and fiscal policy in the economy and explain how these are applied to the process of shaping economic policy and stabilizing the economy, specifically regarding controlling inflation, promoting full employment and facilitating economic growth.
Data Warehousing and Mining	CO1:Learner is able to demonstrate knowledge of business intelligence, data warehouse with clear understanding of architectural types and will be able to establish the relationship between architectural building blocks. CO2:Learner is able to elaborate changing dimensions with respect to current trends & using aggregate tables. CO3: Learner is able to handle the processes of data preprocessing, data transformation and data reduction. CO4: Learner has knowledge of using various Data Mining techniques for classification and clustering. CO5: Learneris able to align the Data Mining techniques for analyzing the datasets using tools like Weka, R or Python
Linear Algebra and Discrete Mathematics	CO 1: Learner is able to perform common matrix operations such as addition, scalar multiplication, multiplication, and transposition. CO 2: Learner is able to describe how the determinant of a product of matrices relates to the determinant of the individual matrices. CO 3: Learner expresses clear understanding of the concept of a solution to a game' and also the limitations on the applicability of the theory.

Course Outcome

Program Name and Semester	**Bachelor of Science in Data Science** (B.Sc.DS) **Semester -IV**

Course Name	**Course Outcome**
Testing of Hypothesis	CO1: Learner is developing null and alternative hypotheses to test for a given situation. CO2: Learner can differentiate one- and two-tailed hypothesis tests. CO3: Learner can do sampling a normal distribution and random sampling. CO4: Learner is using statistical models and their associations in performing hypothesis testing. CO5: Lerner is drafting the reports and interpreting the data using the various programming languages and packages.
Big Data	CO1: Learner understands the key issues in big data management and its associated applications in intelligent business and scientific computing. CO2: Lerner is acquiring fundamental techniques and algorithms like Hadoop, Map Reduce and NO SQL in big data analytics. CO3: Learner can interpret business models and scientific computing paradigms and apply software tools for big data analytics. CO4: Learner understands adequate perspectives of big data analytics in various applications like recommender systems, social media applications etc.
Fundamentals of Accounting	CO1: Lerner understands the laws governing the business, typical business administration schemes, and the ethics of accountancy, statistics, and accounting theory. CO2: Learner implements the record keeping of financial transactions and further implementations in relevant areas.
Artificial Intelligence	CO 1: Leaner understands building blocks of AI. CO2: Learner is analyzing problem and solving it by implementing suitable techniques. CO3: Learner is applying logic-based techniques to solve examples. CO4: Learner can implement Bayesian approaches. CO5: Learner is using machine learning concepts for solving problems.
Numerical Methods	CO1: Learner implementing Numerical Methods to solve the problems. CO2: Learner is computing the numerical results using raw data. CO3: Learner will interpret different numerical and integration. CO4: Learner will evaluate Numerical Solution of Initial-Value. CO5: Learner will learn Matrix Eigenvalue.

Course Outcome

Program Name and Semester	**Bachelor of Science in Data Science** (B.Sc.DS) **Semester -V**

Course Name	**Course Outcome**
Computer Vision	CO1: Understand the fundamentals of image formation. CO2: Use and Demonstrate operations of Image Processing. CO3: Relate and Explain various features of Image. CO4: Understand, Identify and Examine various image patterns. CO5: Design and develop practical and innovative image processing and computer vision applications or systems.
Data Engineering	CO1: To remember and explain the Data Engineering basics and Lifecycle. CO2: To apply the Data Architecture Design with various options available. CO3: To create the Data from source and make use of Storage. CO4: To understand Ingestion process and know about Queries, Modeling, and Transformation. CO5: To Illustrate Data Analytics, Machine Learning and to Explain the importance of Security and Privacy.
Robotic Process Automation	CO1: Understand and implement the mechanism of business process and can provide the solution in an optimize way. CO2: Apply the features use for interacting with database plugins. CO3: Apply and use the plug-ins and other controls used for process automation. CO4: Implement and handle the different events, debugging and managing the errors. CO5: Test and deploy the automated process.
Campus to Corporate	CO 1: Apply active listening techniques and overcome barriers to become a better listener. CO2: Demonstrate improved speaking skills with clarity, confidence, and fluency. CO3: Utilize interview techniques to enhance job interview performance and create impactful résumés. CO4: Apply interpersonal communication skills to build effective relationships and manage conflicts in professional settings. CO5: Effectively deliver negative news messages, develop crisis communication plans, and handle press conferences in challenging situations.
Social Media Analytics	CO1: Demonstrate a comprehensive understanding of social media analytics concepts, theories, and tools. CO2: Apply various social media analytics techniques to extract insights and make informed decisions. CO3: Perform social network analysis to uncover patterns, relationships, and influential nodes within social networks. CO4: Utilize text analytics methods to extract meaningful information from social media text data. CO5: Design and implement recommender systems for social media platforms, considering user preferences and item similarities to enhance user experiences.

Course Outcome

Program Name and Semester	**Bachelor of Science in Data Science** (B.Sc.DS) **Semester -VI**

Course Name	**Course Outcome**
Machine Learning	CO1: Understand the foundational concepts and principles of Machine Learning CO2: Apply supervised and unsupervised learning techniques, including classification algorithms and clustering algorithms CO3: Evaluate the performance of Machine Learning models using classification metrics, ROC/AUC curve analysis, and cross-validation techniques. CO4: Implement regression models (such as linear regression and logistic regression) and understand their applications in predictive analysis. CO5: Utilize dimensionality reduction techniques (Like PCA) for feature reduction and selection, and apply association rule mining algorithms (such as the Apriori algorithm) for discovering meaningful patterns in datasets.
Exploratory Data Analysis	CO1: Understand importance of data and its types in Exploratory Data Analysis. CO2: Classify EDA and summary statistics in context of interpretation. CO3: Understand the significance of missing value imputations in better EDA interpretations. CO4: Analyse the measure of central tendency in describing the quick view of data set. CO5: Categorize measure of dispersion and its interpretation in spread ness of data.
Internet of Things	CO1: Describe what IoT is and how it works today and Recognise the factors that contributed to the emergence of IoT CO2: Design and program IoT devices and Use real IoT protocols for communication CO3: Secure the elements of an IoT device CO4: Design an IoT device to work with a Cloud Computing infrastructure. CO5: Transfer IoT data to the cloud and in between cloud providers and Define the infrastructure for supporting IoT deployments
Applied Business Analytics	CO 1: Understand basics of statistical concepts like probability distribution, hypothesis testing etc. CO2: Experiment with Business Intelligence Tools for Data Analysis. CO3: Make use of the business analytics methods for discovering the knowledge CO4: Apply Regression Analysis with Time Series Analysis and forecasting CO5: Apply and Construct various modelling techniques for Optimization and simulation.
Healthcare Analytics	CO1: Remember and relate Healthcare Analytic basics. CO2: Understand and Experiment with the attributes of Electronic Medical Record to learn about Computing Foundation. CO3: Apply and Evaluate Measuring Techniques of Healthcare Quality. CO4: Design and Build Predictive Models in Healthcare. CO5: Discuss and Modify Various Healthcare Predictive Models and learn about Healthcare and Emerging Technologies.

Programme Outcome

Program Name	Program Outcome
Master of Science In Information Technology (M.Sc.IT)	PO1: Demonstrate understanding of the principles and working of the hardware and software aspects of IT systems. PO2: Design, implements, test, and evaluate a computer system, component, or algorithm to meet desired needs and to solve a computational problem. PO3: To enhance skills and adapt new computing technologies for attaining professional excellence and carrying research.

Course Outcome

Program Name and Semester	**Master of Science in Information Technology** (M.Sc.IT) **Semester -I**

Course Name	**Course Outcome**
Soft Computing Techniques	CO1: To understand Soft Computing. CO2: To understand Artificial Neural Network, Supervised Learning Network and Associative Memory Networks. CO3: To define Unsupervised Learning Networks, Special Networks and Third Generation Neural Networks. CO4: To summarize Fuzzy Logic, Classical Relations and Fuzzy Relations, Membership Function, Defuzzification, Lambda-cuts for fuzzy sets and Fuzzy Arithmetic and Fuzzy measures. CO5: To relate the concept of Virtual Machine and Cloud Computing, Designing Secure Web Applications.
Research in Computing	CO1: To develop understanding on various kinds of research, objectives of doing research, research process, research designs and sampling. CO2: To select and define appropriate research problem andparameters CO3: To gain the basic knowledge on qualitative research techniques. CO4: To define the meaning of a variable, and to be able to identify independent, dependent, and mediating variables. CO5: To create awareness of data analysis-and hypothesis testing procedures.
Data Science	CO1: To apply quantitative modeling and data analysis techniques to the solution of real world business problems, communicate findings, and effectively present results using data visualization techniques. CO2: To recognize and analyse ethical issues in business related to intellectual property, data security, integrity, and privacy. CO3: To apply ethical practices in everyday business activities and make well-reasoned ethical business and data management decisions. CO4: To demonstrate knowledge of statistical data analysis techniques utilized in business decision making. CO5: To apply principles of Data Science to the analysis of business problems. Use data mining software to solve real-world problems. Employ cutting edge tools and technologies to analyze Big Data. Apply algorithms to build machine intelligence. Demonstrate use of team work, leadership skills, decision making and organization theory.
Cloud Computing	CO1: To understand what is cloud the history behind cloud computing, technologies used before it, the different ways in which cloud environment can be built and its deployment models, using virtualization technology behind cloud computing.

Course Outcome

Course Name	Course Outcome
	CO2: To gain a thorough knowledge on how various types of infrastructure can be built for different types of deployment models, getting a deep insight to threat, risk and threat sources on cloudsecurity, To understand the services provided by major cloud providers like Amazon, Google App Engine, Microsoft. CO3: To interpret the basic cloud mechanisms deployed in cloud environment, and the advanced mechanisms which can make the cloud environment more efficient as well as secure. CO4: To analyze how the mechanisms studied in above unit can help in building a resilient, efficient cloud architecture having both basic and advanced approach towards cloud architecture. CO5: To get an insight on which metrics are used by the cloud provider to build price model, characteristics of a good service level agreement, and understanding cloud model delivery with both providers and consumer's perspective.

Course Outcome

Program Name and Semester	**Master of Science in Information Technology** (M.Sc.IT) **Semester -II**

Course Name	**Course Outcome**
Big Data Analytics	CO1: To understand the key issues in big data management and its associated applications in intelligent business and scientific computing. CO2: To acquire fundamental enabling techniques and scalable algorithms like Hadoop, Map Reduce and NO SQL in big data analytics. CO3: To interpret business models and scientific computing paradigms. CO4: To apply software tools for big data analytics. CO5: To achieve adequate perspectives of big data analytics in various applications like recommender systems, social media applications etc.
Modern Networking	CO1: To demonstrate in-depth knowledge in the area of Computer Networking. CO2: To demonstrate scholarship of knowledge through performing in a group to identify, formulate and solve a problem related to Computer Networks. CO3: To prepare a technical document for the identified Networking System Conducting experiments to analyze the identified research work in building Computer Networks. CO4: To define and Support User Needs, Quality of Service, Background, QoS Architectural Framework. CO5: To learn Modern Network Architecture.
Micro services Architecture	CO1: To develop web applications using Model View Control, Boost your hire ability through innovative and independent learning. CO2: To create MVC Models and write code that implements business logic within Model methods, properties, and events. CO3: To create Views in an MVC application that display and edit data and interact with Models and Controllers. CO4: To gain a thorough understanding of the philosophy and architecture of .NET Core, Understanding packages, metapackages and frameworks CO5: To acquire a working knowledge of the .NET programming model, implementing multi- threading effectively in .NET applications.
Image Processing	CO1: To understand the relevant aspects of digital image representation and their practical implications, Have the ability to design pointwise intensity transformations to meet stated specifications. CO2: To understand 2-D convolution, the 2-D DFT, and have the ability to design systems using these concepts.

Course Outcome

Course Name	Course Outcome
	CO3: To have a command of basic image restoration techniques, Understand the role of alternative color spaces, and the design requirements leading to choices of color space. CO4: To appreciate the utility of wavelet decompositions and their role in image processing systems. CO5: To understand of the underlying mechanisms of image compression, and the ability to design systems using standard algorithms to meet design specifications.

Course Outcome

Program Name and Semester	**Master of Science in Information Technology** (M.Sc.IT) **Semester -III**

Course Name	**Course Outcome**
Ethical Hacking	CO1: To understand the basic concepts of ethical hacking. CO2: To demonstrate the concept of system hacking and differentiate between various malwares. CO3: To understand social engineering, denial of service and session hijacking. CO4: To implement hacking of webserver and web applications. CO5: To understand firewalls and honeypots, buffer overflows and cryptography.
Information Security Management	CO1: To understand Risk assessment and management. CO2: To devise Security management of IT systems. CO3: To use Public key infrastructures. CO4: To understand Auditing and business continuity. CO5: To inperpret Computer forensics.
Virtualization	CO1: To understand the basics of virtualization technology like what is virtualization its pros and cons, its types and taxonomy. CO2: To understand how server visualization can be implemented, technologies behind it and the business cases in which it has a very important role to play. CO3: To relate enterprise campus network design, WAN designs and implementing virtualization at device, data path and control plane level. CO4: To have an insight on SAN architecture, SNIA models used to make SAN designs more understandable and understanding the suitability of different RAID levels. CO5: To relate the history, architecture and usage of blade systems and their contribution in virtualization technology.
Embedded Systems	CO1: To understand the basic concepts of embedded systems. CO2: To understand Embedded hardware/firmware design and real time operating systems. CO3: To summarize the working of different types of memories. CO4: To program microcontrollers in C using IDE and debugging techniques. CO5: To design, Development and planning of embedded systems based projects.

Course Outcome

Program Name and Semester	**Master of Science in Information Technology** (M.Sc.IT) **Semester -III**

Course Name	**Course Outcome**
Technical Writing and Entrepreneurship Development	CO1: To develop technical documents that meet the requirements with standard guidelines. Understanding the essentials and hands-on learning about effective Website Development. CO2: To write Better Quality Content Which Ranks faster at Search Engines. Build effective Social Media Pages. CO3: To evaluate the essentials parameters of effective Social Media Pages. CO4: To understand importance of innovation and entrepreneurship. CO5: To analyze research and development projects.
Applied Artificial Intelligence	CO1: To understand the fundamentals concepts of expert system and its applications. CO2: To use probability and concept of fuzzy sets for solving AI based problems. CO3: To be able to understand the applications of Machine Learning. The learner can also apply fuzzy system for solving problems. CO4: To apply to understand the applications of genetic algorithms in different problems related to artificial intelligence. CO5: To use knowledge representation techniques in natural language processing.
Machine Learning	CO1: To understand the key issues in Machine Learning and its associated applications in intelligent business and scientific computing. CO2: To acquire the knowledge about classification and regression techniques where a learner will be able to explore his skill to generate data base knowledge using the prescribed techniques. CO3: To understand and implement the techniques for extracting the knowledge using machine learning methods. CO4: To achieve adequate perspectives of big data analytics in various applications like recommender systems, social media applications etc. CO5: To understand the statistical approach related to machine learning. He will also Apply the algorithms to a real-world problem, optimize the models learned and report on the expected accuracy that can be achieved by applying the models.
Robotic Process Automation	CO1: to understand the mechanism of business process and can provide the solution in an optimize way. CO2: To learn the features use for interacting with database plugins. CO3: To use the plug-ins and other controls used for process automation. CO4: To handle the different events, debugging and managing the errors. CO5: to test and deploy the automated process.

Course Outcome

Program Name and Semester	**Master of Science in Information Technology** (M.Sc.IT) **Semester -IV**

Course Name	**Course Outcome**
IT Infrastructure Management	CO1: To learn the basics of ITSM, Life Cycle of ITSM and principles of Service Strategy. CO2: To understand objectives of service design, principles, processes and considerations during service design. CO3: To identify objectives of service transition, principles, processes and considerations during service transition. CO4: To analyze objectives of service operations, principles, functions and processes of service operation. CO5: To evaluate objectives, major concepts and processes of Continual Service Improvement.
Artificial Intelligence	CO1: To understand AI and its foundations. CO2: To learn AI algorithms and concepts which can assist in real-time implementations. CO3: To relate various search methodologies and their practical implementations with examples. CO4: To learn the Structure of Intelligent systems so that AI Based applications can be built over it. CO5: To implement the project of AI with proper planning.
Computer Forensic	CO1: To understand Investigation Process, Data Acquisitions. CO2: To work with Windows, DOS systems and current forensics tools. CO3: To understand Macintosh and Linux boot processes, Recovering graphic files. CO4: To relate Network Forensics and E-mail Investigations. CO5: To learn and apply Report Writing, Testimony and Ethics in Investigations.
Design of Embedded Control Systems	CO1: To understand the working of microcontrollers. CO2: To describe the working of PIC microcontrollers. CO3: To interpret fundamentals of ARM Processor. CO4: To devise the different instruction sets in ARM. CO5: To write an ARM assembly code.

Course Outcome

Program Name and Semester	**Master of Science in Information Technology** (M.Sc.IT) **Semester -IV**

Course Name	**Course Outcome**
Blockchain	CO1: The students would understand the structure of a blockchain and why/when it is better than a simple distributed database. CO2: Analyze the incentive structure in a blockchain based system and critically assess its functions, benefits and vulnerabilities CO3: Evaluate the setting where a blockchain based structure may be applied, its potential and its limitations CO4: Understand what constitutes a "smart" contract, what are its legal implications and what it can and cannot do, now and in the near future CO5: Develop blockchain DApps.
Natural Language Processing	CO1: To introduce the students to the field of Language Computing and its applications ranging from classical era to modern context. CO2: To provide understanding of various NLP tasks and NLP abstractions such as Morphological analysis, POS tagging, concept of syntactic parsing, semantic analysis etc. CO3: To enhance knowledge of different approaches/algorithms for carrying out NLP tasks. CO4: To highlight the concepts of Language grammar and grammar representation in Computational Linguistics. CO5: To understand applications in different sectors
Deep Learning	CO1: To present the mathematical, statistical and computational challenges of building neural networks CO2: To study the concepts of deep learning CO3: To enable the students to know deep learning techniques to support real-time applications CO4: To design and implement various deep learning models and architectures CO5: To apply various deep learning techniques to design efficient algorithms for real-world applications.
Human Computer Interaction	CO1: To understand the important aspects of implementation of human-computer interfaces. CO2: To identify the various tools and techniques for interface analysis, design, and evaluation. CO3: To highlight the impact of usable interfaces in the acceptance and performance utilization of information systems CO4: To understand how to manage the system resources and do the task analysis. CO5: To design and implement a complete system.

Programme Outcome

Program Name	Program Outcome
Master of Commerce in Advance Accountancy (M.COM.-AA)	PO1: To impart the knowledge basic accounting principles and the latest application oriented corporate accounting methods. PO2: To develop the decision making skills through costing methods and practical application of management accounting principles. PO3: To enhance the computer literacy and its applicability in business through latest version on tally and e-commerce principles. PO4: To create awareness in application oriented research through research for business decisions. PO5: To enable the students for conducting business, accounting and auditing practices, role of regulatory bodies in corporate and financial sectors nature of various financial instruments.

Course Outcome

Program Name and Semester	**Master of Commerce in Advance Accountancy** (M.COM. -AA) **Semester -I**

Course Name	**Course Outcome**
Strategic Management	CO1: Familiarization with the strategic management process. CO2: Understanding about the techniques to scan an environment and the role of environment scanning in hurdle less strategic management of an organization. CO3: Understanding about the importance of strategy formulation and strategy implementation. CO4: Clarity about the strategies followed by different companies in the corporate world.
Economics for Business Decisions	CO1: Equip the students with basic tools of economic theory and its practical applications. CO2: To familiarize the students with the understanding of the economic aspects of current affairs and to analyse the market behaviour. CO3: Providing an insight into application of economic principles in business decisions. CO4: Discussion of some cases involving the use of concepts of business economics.
Cost & Management Accounting	CO1: To enhance the abilities of learners to develop the concept of Cost and management accounting and its significance in the business. CO2: To enable the learners to understand, develop and apply the techniques of costing in the decision making in the business corporates. CO3: To enable the learners in understanding, developing, preparing and presenting the financial report in the business corporates.
Business Ethics & Corporate Social Responsibility	CO1: To familiarize the learners with the concept and relevance of Business Ethics in the modern era. CO2: To enable learners to understand the scope and complexity of Corporate Social responsibility in the global and Indian context.

Course Outcome

Program Name and Semester	**Master of Commerce in Advance Accountancy** (M.COM. -AA) **Semester -II**

Course Name	**Course Outcome**
Research Methodology for Business	CO1: To enhance the abilities of learners to undertake research in business & social sciences. CO2: To enable the learners to understand, develop and apply the fundamental skills in formulating research problems. CO3: To enable the learners in understanding and developing the most appropriate methodology for their research. CO4: To make the learners familiar with the basic statistical tools and techniques applicable for research.
Macro Economics concepts and Applications	CO1: To enable the learners to grasp fully the theoretical rationale behind policies at the country as well as corporate level. CO2: To receive a firm grounding on the basic macroeconomic concepts that strengthen analysis of crucial economic policies. CO3: To regularly read suggested current readings and related articles in the dailies and journals are analysed in class rooms.
Corporate Finance	CO1: To enhance the abilities of learners to develop the objectives of Financial Management. CO2: To enable the learners to understand, develop and apply the techniques of investment in the financial decision making in the business corporates. CO3: To enhance the abilities of learners to analyse the financial statements.
E-Commerce	CO1: To provide an analytical framework to understand the emerging world of e- commerce. CO2: To make the learners familiar with current challenges and issues in e- commerce. CO3: To develop the understanding of the learners towards various business models. CO4: To enable to understand the Web- based Commerce and equip the learners to assess e-commerce requirements of a business. CO5: To develop understanding of learners relating to Legal and Regulatory Environment and Security issues of E-commerce.

Course Outcome

Program Name and Semester	**Master of Commerce in Advance Accountancy** (M.COM. -AA) **Semester -III**

Course Name	**Course Outcome**
Advance Financial Accounting	CO1: Understanding of Foreign Currency conversion as per Accounting Standards. CO2: Able to analyse the final accounts of Banking Companies. CO3: Know the Provisions of Insurance Company Accounts.
Advance Cost Accounting	CO1: To study the costing concept and methods. CO2: To know the process costing with normal and abnormal loss and Equivalent units. CO3: To update the statements as per Responsibility accounting and inflation accounting. CO4: To prepare the statements as per conventional and modern methods (ABC).
Direct taxes	CO1: Updated with the current finance tax planning. CO2: Provisions of Income tax act. CO3: Knowledge of various heads of incomes. CO4: Computation of Total Income.

Course Outcome

Program Name and Semester	**Master of Commerce in Advance Accountancy** (M.COM. -AA) **Semester -IV**

Course Name	**Course Outcome**
Corporate Financial Accounting	CO1: Familiarize with basic concepts of corporate accounting. CO2: Preparation of the final accounts of companies after merger and amalgamation. CO3: Ability to prepare the consolidated financial statement and balance sheet. CO4: Awareness of IFRS.
Financial Management	CO1: Skill to manage financial resources of a company. CO2: Knowledge about the various sources of finance available to businessmen in current scenario. CO3: Ability to select an investment proposal by analysing the compounded and discounted value of money invested.
Indirect taxes	CO1: Concepts indirect tax and GST from the pre-GST period to post-GST period. CO2: GST in the Indian and global economy and its contribution to the economic development. CO3: Comprehend the principles of taxations, objectives of taxes and its impact, shifting and incidence process of indirect taxes in the market orientated economy. CO4: Implications of GST on the taxable capacity consumers, dealers and of the society at large and its changes. CO5: Encourage students to become tax consultant in preparing the tax planning, tax management. Payment of tax and filing of tax returns.

Programme Outcome

Program Name	Program Outcome
Master of Commerce in Banking & Finance (M.COM.-B&F)	PO1: To inculcate the knowledge of business and the techniques of managing the business with special focus on Insurance and Banking theory law and practices. PO2: To have knowledge of capital market law besides fundamental legal knowledge. PO3: To have the ability to use basic theoretical and practical knowledge gained in the field in an advanced education level of the same field or at the same level of another field. PO4: To express their opinions about banking and insurance in written and oral form, based on the basic knowledge and skills they acquire. PO5: To enhance the computer literacy and its applicability in business through latest version on tally and e-commerce principles.

Course Outcome

Program Name and Semester	**Master of Commerce in Banking & Finance** (M.COM. -B&F)) **Semester -I**

Course Name	**Course Outcome**
Strategic Management	CO1: Familiarization with the strategic management process. CO2: Understanding about the techniques to scan an environment and the role of environment scanning in hurdle less strategic management of an organization. CO3: Understanding about the importance of strategy formulation and strategy implementation. CO4: Clarity about the strategies followed by different companies in the corporate world.
Economics for Business Decisions	CO1: Equip the students with basic tools of economic theory and its practical applications. CO2: To familiarize the students with the understanding of the economic aspects of current affairs and to analyse the market behaviour. CO3: Providing an insight into application of economic principles in business decisions. CO4: Discussion of some cases involving the use of concepts of business economics.
Cost & Management Accounting	CO1: To enhance the abilities of learners to develop the concept of Cost and management accounting and its significance in the business. CO2: To enable the learners to understand, develop and apply the techniques of costing in the decision making in the business corporates. CO3: To enable the learners in understanding, developing, preparing and presenting the financial report in the business corporates.
Business Ethics & Corporate Social Responsibility	CO1: To familiarize the learners with the concept and relevance of Business Ethics in the modern era. CO2: To enable learners to understand the scope and complexity of Corporate Social responsibility in the global and Indian context.

Course Outcome

Program Name and Semester	**Master of Commerce in Banking & Finance** (M.COM.-B&F) **Semester -II**

Course Name	**Course Outcome**
Research Methodology for Business	CO1: To enhance the abilities of learners to undertake research in business & social sciences. CO2: To enable the learners to understand, develop and apply the fundamental skills in formulating research problems. CO3: To enable the learners in understanding and developing the most appropriate methodology for their research. CO4: To make the learners familiar with the basic statistical tools and techniques applicable for research.
Macro Economics concepts and Applications	CO1: To enable the learners to grasp fully the theoretical rationale behind policies at the country as well as corporate level. CO2: To receive a firm grounding on the basic macroeconomic concepts that strengthen analysis of crucial economic policies. CO3: To regularly read suggested current readings and related articles in the dailies and journals are analysed in class rooms.
Corporate Finance	CO1: To enhance the abilities of learners to develop the objectives of Financial Management. CO2: To enable the learners to understand, develop and apply the techniques of investment in the financial decision making in the business corporates. CO3: To enhance the abilities of learners to analyse the financial statements.
E-Commerce	CO1: To provide an analytical framework to understand the emerging world of e- commerce. CO2: To make the learners familiar with current challenges and issues in e- commerce. CO3: To develop the understanding of the learners towards various business models. CO4: To enable to understand the Web- based Commerce and equip the learners to assess e-commerce requirements of a business. CO5: To develop understanding of learners relating to Legal and Regulatory Environment and Security issues of E-commerce.

Course Outcome

Program Name and Semester	**Master of Commerce in Banking & Finance** (M.COM.-B&F) **Semester -III**

Course Name	**Course Outcome**
Commercial bank Management	CO1: To familiarize the banking sector reforms. CO2: To know the control banking systems operating index. CO3: To study the different types of deposits. CO4: To analyse the differently types of customers and the services offered by bank. CO5: To know the various document related with banks.
Debt market	CO1: Understand the basic features of a debt security Debt securities include securities offered by corporates or governments. CO2: Understand how different types of bonds can be created through variations in bond structures. CO3: Relate the bond market, the pricing rates and interest structure of various bonds along with their varying risk factors CO4: Describe the characteristics, participants and instruments in the money market. CO5: To be familiar with the primary and secondary markets for government securities and corporate debt.
Financial markets	CO1: Identify the functions of financial markets and Understanding Indian financial system and its components including regulations. CO2: Comprehension of SE functioning and various products issued by different financial institutions in primary market of India. CO3: Ability to outline the basics of derivative, fixed securities & Money market products available in financial markets.

Course Outcome

Program Name and Semester	**Master of Commerce in Banking & Finance** (M.COM.-B&F) **Semester -IV**

Course Name	**Course Outcome**
Investment Management	C01: Understanding the principles of portfolio modelling and its practical use. C02: Understanding risk and return trade off. C03: Develop the analytical ability of the student to become an investment advisor.
Financial Services	CO1: Knowledge of the financial system and economic development. CO2: Familiarize with stock exchange functions. CO3: Knowledge of the merchant banking functions and services. CO4: Concept and analysis of the factoring services and depository system in India.
Auditing in Banking Sector	CO1: Understanding of Auditing Concepts like working papers, note book. CO2: Guidelines for Auditing of Banking Companies. CO3: Aware of concurrent audit, internal audit.

Programme Outcome

Program Name	Program Outcome
Master of Commerce in Business Management (M.COM.-BM)	PO1: To give in-depth insight into subjects' likes Marketing, Supply Chain management, Entrepreneurial management Retail management etc. PO2: Develop overall team building and leadership qualities to achieve desired organisation objectives. PO3: Holistic development to create responsible citizenry leading to social and economic value for the nation. PO4: Managerial skill of the students are developed by adopting practical approaches such as case study, business games, assignment writing and application of digital technology.

Course Outcome

Program Name and Semester	**Master of Commerce in Business Management** (M.COM. -BM) **Semester -I**

Course Name	**Course Outcome**
Strategic Management	CO1: Familiarization with the strategic management process. CO2: Understanding about the techniques to scan an environment and the role of environment scanning in hurdle less strategic management of an organization. CO3: Understanding about the importance of strategy formulation and strategy implementation. CO4: Clarity about the strategies followed by different companies in the corporate world.
Economics for Business Decisions	CO1: Equip the students with basic tools of economic theory and its practical applications. CO2: To familiarize the students with the understanding of the economic aspects of current affairs and to analyse the market behaviour. CO3: Providing an insight into application of economic principles in business decisions. CO4: Discussion of some cases involving the use of concepts of business economics.
Cost & Management Accounting	CO1: To enhance the abilities of learners to develop the concept of Cost and management accounting and its significance in the business. CO2: To enable the learners to understand, develop and apply the techniques of costing in the decision making in the business corporates. CO3: To enable the learners in understanding, developing, preparing and presenting the financial report in the business corporates.
Business Ethics & Corporate Social Responsibility	CO1: To familiarize the learners with the concept and relevance of Business Ethics in the modern era. CO2: To enable learners to understand the scope and complexity of Corporate Social responsibility in the global and Indian context.

Course Outcome

Program Name and Semester	**Master of Commerce in Business Management** (M.COM. -BM) **Semester -II**

Course Name	**Course Outcome**
Research Methodology for Business	CO1: To enhance the abilities of learners to undertake research in business & social sciences. CO2: To enable the learners to understand, develop and apply the fundamental skills in formulating research problems. CO3: To enable the learners in understanding and developing the most appropriate methodology for their research. CO4: To make the learners familiar with the basic statistical tools and techniques applicable for research.
Macro Economics concepts and Applications	CO1: To enable the learners to grasp fully the theoretical rationale behind policies at the country as well as corporate level. CO2: The learners to receive a firm grounding on the basic macroeconomic concepts that strengthen analysis of crucial economic policies. CO3: To regularly read suggested current readings and related articles in the dailies and journals are analysed in class rooms.
Corporate Finance	CO1: To enhance the abilities of learners to develop the objectives of Financial Management. CO2: To enable the learners to understand, develop and apply the techniques of investment in the financial decision making in the business corporates. CO3: To enhance the abilities of learners to analyse the financial statements.
E-Commerce	CO1: To provide an analytical framework to understand the emerging world of e- commerce. CO2: To make the learners familiar with current challenges and issues in e- commerce. CO3: To develop the understanding of the learners towards various business models. CO4: To enable to understand the Web- based Commerce and equip the learners to assess e-commerce requirements of a business. CO5: To develop understanding of learners relating to Legal and Regulatory Environment and Security issues of E-commerce.

Course Outcome

Program Name and Semester	**Master of Commerce in Business Management** (M.COM. -BM) **Semester -III**

Course Name	**Course Outcome**
Marketing Strategies and Practices	CO1: Students acquire the knowledge of Marketing Strategies, Designing Marketing Plans and types. CO2: Students understand concepts like Marketing Mix, SBU, SWOT and defensive Marketing strategies. CO3: Students learn about environmental analysis and customer value. CO4: Students become aware about recent trends in marketing strategies.
Human Resource Management	CO1: Students get the knowledge about the basics of Human resource management, HRP and Recruitment and selection procedure. CO2: Students relate information about Human Resource Development through the knowledge of the training techniques and performance appraisal of the organizations. CO3: Students get to know the laws related to human resources through the information about the various acts and labour legislation. CO4: Students classify the knowledge about the emerging trends like welfare of the employees in various areas. Students get understanding of the facilities given to the employees and their welfare.
Entrepreneurship Management	CO1: Students understand entrepreneurial culture and various theories of entrepreneurship. CO2: Students relate SWOC analysis and importance of social entrepreneurship. CO3: Students extract government schemes for women entrepreneurship in India. CO4: Students analyze business idea, formulation of project and feasibility analysis.
Project Report and Viva Voce	CO1: To widened theoretical knowledge with the help of practical knowledge. CO2: To develop practical and analytical thinking skill. CO3: To develop problem solving skill. CO4: To identify the gap analysis between theory and practical aspects.

Course Outcome

Program Name and Semester	**Master of Commerce in Business Management** (M.COM. -BM) **Semester -IV**

Course Name	**Course Outcome**
Advertising and Sales Management	CO1: Students understand the basics of the advertising with the help of behavioural models, advertising agencies and media. CO2: Students access the information about Creativity, Social and Regulatory Framework of Advertising. CO3: Students relate the knowledge of the basics of the sales management sales force management and sales organizations. CO4: Students learn about the Sales Planning, Controlling and recent trends which are available in the sales management.
Retail Management	CO1: Acquaintance with the Introduction to Retailing Strategies. CO2: Familiarity with Retailing Strategies & Plans. CO3: Knowledge of Retail Market Environmental Trends & Building Customer Value. CO4: Describe the Recent Trends in Retail Marketing Strategies.
Supply Chain Management	CO1: Students can apply knowledge to assess and manage an effective supply chain operation. CO2: Become familiar with current supply chain theories, practices and concepts to solve the real life problems and provide solution to it. CO3: Students to enable to measure and analyse the value and efficiency of Global Supply Chain Networks. CO4: Strengthen integrative management analytical and problem-solving skills.
Project Report and Viva Voce	CO1: To widened theoretical knowledge with the help of practical knowledge. CO2: To develop practical and analytical thinking skill. CO3: To develop problem solving skill. CO4: To identify the gap analysis between theory and practical aspects.

Programme Outcome

Program Name	Program Outcome
Master of Arts in Entertainment, Media and Advertising (M.A.E.M.A)	PO1: The program will primarily enable the students to understand & appreciate the relevance of Media (Social science/ Interdisciplinary) research. PO2: This program will provide an excellent foundation for Doctoral & Post-Doctoral research in Media & Communication studies - in fields of Advertising, Entertainment & Media. PO3: The program will enhance their ability to hone their analytical skills & prepare them both for being academicians or for working in the industry. PO4: It will enable them to have a 360-degree perspective on the nuances of Media industries & Interdisciplinary or allied industries as well. PO5: This program highlights amalgamation of humanities, Social Sciences& New Media into Advertising, Media & Entertainment to make students aware of developments both in the global & local spheres. PO6: In this program there is an emphasis on Culture, Communication networks in Societies & it showcases how different cultures are reflected in various practices, systems & beliefs in both different parts of the country & the world. PO7: This program will equip the learners with professional skills essential for making career in Entertainment industry, Cinema, Television, OTT Platforms, social media platforms etc. PO8: Students would demonstrate the ability to apply ethical principles in a variety of creative, cinematic, organizational, Advertising and venues in New Media. PO9: Learners will understand mass media as a system of interrelated forces, including historical foundations, technological advances, economicdynamics, regulatory constraints. PO10: They will be better equipped to grasp the complex relationship between communication/media theories and a diverse set of individual, social, and professional practices. PO11: Learners will understand the underlying philosophical assumptions of, and be able to apply, communication research methods to address a range of media texts and audiences.

Course Outcome

Program Name and Semester	**Master of Arts in Entertainment, Media and Advertising** (M.A.E.M.A), **Semester -I**

Course Name	**Course Outcome**
Overview I: Print, Radio, Television and Advertising	CO1: To understand the scope, functioning of Media Industry. CO2: To relate the behavior of Indian Media Economy. CO3: To interpret mass media as a system of interrelated forces, technological advances and economic dynamics.
Overview II: Film, Digital, Events, Gaming and Animation	CO1: To identify the differences and similarities in mass media. CO2: To understand the scope, functioning of Media Industry. CO3: To relate the behavior of Indian Media Economy. CO4: To analyze mass media as a system of interrelated forces, technological advances and economic dynamics.
Media Communication Theories	CO1: To reflect and critically evaluate theory related to Media and Communications. CO2: To gain fundamental knowledge of the central theories in the Media and Communications discipline. CO3: To apply specific paradigms for critical thinking to mass communication.
Media Management	CO1: To understand how to manage the different types of Media. CO2: To analyze the Organizational structures & the economics of the same. CO3: To compare alternative sources of finance and investment opportunities and their suitability in particular circumstances.

Course Outcome

Program Name and Semester	**Master of Arts in Entertainment, Media and Advertising** (M.A.E.M.A), **Semester -II**

Course Name	**Course Outcome**
Introduction to Media Research	CO1: To understand the basic concepts of research. CO2: To write their own research paper, review research literature and even conduct research in the field of communication and media. CO3: To be well equipped for their dissertation work which will be introduced in semester IV.
Media Marketing (IMC)	CO1: To understand the concept of marketing management. CO2: To interpret the importance of marketing in the ever changing market dynamics. CO3: To identify the various tools available for their help and how can they use efficiently each tool to meet their marketing objectives. CO4: To evaluate marketing plan, market research and be able to use the consumer insights to develop the marketing plans. CO5: To efficiently use IMC tools.
Media Finance & Accounting	CO1: To understand basic terms of finance. CO2: To know nuances of finance. CO3: To understand pricing as an important element of business. CO4: To analyze the basics of balance sheet analysis of profitability.
Entrepreneurship, Innovation & Media Laws	CO1: To weave creative ideas into business plans. Ideate new business plans and analyze its feasibility using the concepts learnt in the course. CO2: To pitch their ideas confidently. CO3: To negotiate and Bargain. CO4: To identify different business-related laws and media laws and their usage and use appropriately in their professional life.

Program Name and Semester	**Master of Arts in Entertainment, Media and Advertising** (M.A.E.M.A), **Semester -III**

Specialization: Film and Television

Course Name	**Course Outcome**
Broadcast Business Management	CO1: To enable the student in understanding the dynamics of the Broadcast Business. CO2: Programming and Management space. CO3: To understand the television and radio production and content management. CO4: To interpret the dynamics of television and radio distribution. CO5: To understand the concept of content acquisition.
Film Production & Content pipeline	CO1: To gain knowledge about the basics involved in a media project management. CO2: To understand the basic project production workflow and management. CO3: To evaluate about the role of a project manager. CO4: To help understand the details involving a new business project or proposal.
An Orientation to New Media Technologies	CO1: To understand the new trends and technological advancement in the new media space. CO2: To develop programming strategies in the new media space. CO3: To learn to use the new medium in advertising. CO4: To understand various online platforms and technologies.
Television & Radio Production & Programming	CO1: To understand the various elements of programming in the broadcast space. CO2: To understand the dynamics of Fiction, Non-Fiction and Documentary programming. CO3: To access the dynamics of niche content. To understand the various elements of programming in the broadcast space for news and specialized events. CO4: To evaluate the dynamics of news room management. CO5: To relate the dynamics of live and special events and coverage.

Specialization: Advertising and Marketing Communication

Course Name	Course Outcome
Account Planning &Media Business	CO1: To understand the account planning process. CO2: To understand the roles and responsibilities of and account planner / manager. CO3: To have deeper insights into the functioning of the agency and the account planning team. CO4: To summarize the pitching process for clients.
Media &Consumer Behavior	CO1: To understand the and analyze consumer buying behavior for account planning process. CO2: To get details about various consumer buying behavior pattern. CO3: To learn about consumer classification on basis of various factors. CO4: To interpret the intricacies of needs and desires and its effect on buying pattern.
Strategic Brand Management	CO1: To understand the meaning and significance of brand management. CO2: To build and sustain brand. CO3: To identify various sources of brand equity. CO4: To implement different strategies and manage brand.
Advertising Agency Structure & Management	CO1: To understand the structure of an advertising agency. CO2: To describe about the various departments and their working to get to know about various types of agency. CO3: To relate agency revenue generation sources.
Media Planning and Buying	CO1: To understand the structure of an advertising agency. CO2: To relate the various departments and their working to get to know about various types of agency. CO3: To identify agency revenue generation sources.

Program Name and Semester	**Master of Arts in Entertainment, Media and Advertising** (M.A.E.M.A), **Semester -IV**

Specialization: Film and Television

Course Name	**Course Outcome**
Media Research Analytical Skills	CO1: To introduce the basic concepts of research. CO2: To introduce specific cases, research on media effects, analysis findings, and methods. CO3: To emphasize on the use of research in media work and digital entertainment media marketing. CO4: To lay the groundwork and is a prerequisite for an advanced course in Semester IV.
Business Plan and Negotiation Skills	CO1: To understand the need of a business plan. CO2: To interpret the pitching process. CO3: To learn and develop skills for pitching and collaborations. To learns the various production trends in the industry. CO4: To understand the very nature and characteristics of negotiation CO5: To relate the process of negotiation. CO6: To learn and enhance Negotiation Skills.
Dissertation / Field Project	CO1: To work in a real environment. CO2: To get first hand feel at handling live projects and understand the business world. CO3: To create industry ready professionals. CO4: To take a live business project as part of their curriculum. This will not only make the student an industry ready professional but also reduce the gap of bookish knowledge vs actual market knowledge. CO5: To enable entrepreneurship abilities in them.

Specialization: Advertising and Marketing Communication

Course Name	**Course Outcome**
Media Research Analytical Skills	CO1: To introduce the basic concepts of research. CO2: To introduce specific cases, research on media effects, analysis findings, and methods. CO3: To emphasize on the use of research in media work and digital entertainment media marketing. CO4: To lay the groundwork and is a prerequisite for an advanced course in Semester IV.
Digital and Socials Media Advertising & Marketing	CO1: To understand the new developing avenues of advertising in the digital space.

Course Outcome

Course Name	Course Outcome
	CO2: To learn the dynamics and practical aspects of social media marketing and advertising. CO3: To build interactivity in advertising in the digital world. CO4: To build interactivity in advertising in the digital world. CO5: To access the importance of digital and web advertising. CO6: To understand the process of negotiation. CO7: To enhance Negotiation Skills.
Dissertation / Field Project	CO1: To work in a real environment. CO2: To get first hand feel at handling live projects and understand the business world. CO3: To create industry ready professionals. CO4: To take a live business project as part of their curriculum. This will not only make the student an industry ready professional but also reduce the gap of bookish knowledge vs actual market knowledge. CO5: To enable entrepreneurship abilities in them.