

SAMBHRAM ACADEMY OF MANAGEMENT STUDIES

INTERNAL QUALITY ASSURANCE CELL

PROGRAM OUTCOMES

PROGRAM OUTCOMES OF B.COM

PO1: To develop the required knowledge, skills and attitudes for the handling of Trade, Commerce and Industry.

PO2: To impart continuous learning through practical approach and development of professional skills relevant to trade and commerce.

PO3: To help students to become more organized and systematic in every walk of life and to help them in occupying higher positions in reputed organizations.

PROGRAM OUTCOMES OF BBA

PO 1: To enable students to apply knowledge of management theories and practices to solve Business problems

PO2: To encourages analytical and critical thinking abilities for business decision making.

PO 3: To equip students to demonstrate the capabilities required to apply cross-functional business knowledge and technologies in solving real-world business problems

PROGRAM OUTCOMES OF BCA

PO 1: Recognizes and appreciate the role of computing in a wide variety of activities and applications in modern society including commerce, communication, education, travel and social interactions.

PO 2: Distinguish and identify the structure and function of modern computer systems in terms of hardware and software as well as the integration of computers into business systems

PROGRAM OUTCOMES OF M.COM

PO 1: Offer a progressive curriculum equipping an individual with professional knowledge and skills preparing for finance, accounting and taxation profession.

PO 2: Deliver cutting edge concepts by building a strong foundation in the discipline of Commerce

PROGRAM OUTCOMES OF MBA

PO 1: To provide integrative experience and experiential learning.

PO 2: To gauge the effect of Global Environment on Business.

PO 3: To develop strategic and innovative thinking and analysis skills so as to enable effective opportunity identification, problem solving, and decision-making.

PO 4: To develop effective oral and written communication skills.

PROGRAM OUTCOMES OF MCA

PO 1: To apply knowledge of computing fundamentals, computing specialization, mathematics, and domain knowledge.

PO 2: To use research-based knowledge and research methods including design of experiments, analysis and interpretation of data and synthesis of the information to provide valid conclusions.

PO 3: To identify, formulate, research literature, and solve complex computing problems reaching substantiated conclusions using fundamental principles of mathematics, computing sciences, and relevant domain disciplines.

PROGRAM SPECIFIC OUTCOMES

PROGRAM SPECIFIC OUTCOMES OF B.COM

PSO 1: Apply different concepts in starting and managing business and realize the social responsibilities, social realities and inculcate an essential value system.

PSO 2: Solve problems related to employer, employee, investors and consumers with legal protection

PSO 3: Prepare financial statements of business using accounting principles, concepts, conventions and provisions.

PSO 4: Develop necessary professional knowledge and skills in finance and taxation.

PROGRAM SPECIFIC OUTCOMES OF BBA

PSO 1: Acquiring Conceptual Clarity of Various Functional Areas

PSO 2: Ability to analyze various functional issues affecting the organization

PSO 3: Demonstrating ability to evolve strategies for organizational benefit

PSO 4: Analysis and interpretation of the data which is used in Decision Making

PROGRAM SPECIFIC OUTCOMES OF BCA

PSO 1: Identify, formulate, review research literature, and analyze complex engineering problems reaching substantiated conclusions using first principles of mathematics, natural sciences, and engineering sciences.

PSO 2: : Design solutions for complex engineering problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.

PSO 3: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional engineering practice.

PSO 4: Apply the knowledge of mathematics, science, engineering fundamentals, and an engineering specialization to the solution of complex engineering problems.

PROGRAM SPECIFIC OUTCOMES OF M.COM

PSO 1: To impart the knowledge basic accounting principles and the latest application oriented corporate accounting methods.

PSO 2: To develop the skill of decision- making through costing methods and practical application of management accounting principles.

PSO 3: To enhance the computer literacy and its applicability in business through latest version on tally and e-commerce principles.

PSO 4: To create awareness in application oriented research through research for business decisions.

PROGRAM SPECIFIC OUTCOMES OF MBA

PSO 1: To apply the fundamental knowledge of management domains to optimally solve the complex business problems.

PSO 2: To inculcate the ability in students to gain multidisciplinary knowledge through simulated problems, case analysis, projects and industrial training.

PSO 3: To develop competent management professionals with strong ethical values with an understanding of societal and ecological issues relevant to professional managerial practice through life-long learning.

PROGRAM SPECIFIC OUTCOMES OF MCA

PSO 1: Apply the knowledge of computer application to find solutions for real-life application

PSO2: Ability to analyze, design, develop and maintain the software application with latest technologies

PSO3: Utilize skills and knowledge for computing practice with commitment on social, ethical, cyber and legal values.

PSO4: Inculcate employability and entrepreneurial skills among students who can develop customized solutions for small and large enterprises.

SAMBHRAM ACADEMY OF MANAGEMENT STUDIES
BACHELOR OF BUSINESS ADMINISTRATION
COURSE OUTCOMES

FIRST SEMESTER

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| 1.3 | Financial Accounting | <ol style="list-style-type: none">1. Understand Fire insurance claims, salvage and average clause.2. Hire purchase and instalment systems.3. Royalty accounts, recoupment and short workings.4. Procedure for sale of partnership to a limited company.5. Procedure for issue of shares and preparation of balance sheet in vertical form. |
| 1.4 | Principles of Management | <ol style="list-style-type: none">1. Students understand concepts and principles of management2. Students get the awareness of Industrial Process and practice3. Students understand the flow of operations in the organizations |
| 1.5 | Corporate Administration | <ol style="list-style-type: none">1. Students formalized with the existing company law and administration2. Students understand the difference between old company law and corporate law and administrations3. Students develops analytical skills in corporate administration |
| 1.6 | Production and operation management | <ol style="list-style-type: none">1. Familiarizes students with the process of production to be carried out in a business so that there is which satisfies customers and which helps to increase the goodwill of the organization. 2. Deals with the selection of the plant location, layout, and selection of process, controlling production process and producing quality products. |

SECOND SEMESTER

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| 2.3 | Corporate Accounting | <ol style="list-style-type: none">1. Understand various statutory provisions in the preparation of company final accounts.2. Various financial statements and analysis using trend percentages and management reporting. |
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| | | <ol style="list-style-type: none"> 3. Various methods in the valuation goodwill of the company. 4. Various methods in the valuation of shares of the company. 5. Preparation of holding company accounts and balance sheet. |
| 2.4 | Quantitative Analysis | <ol style="list-style-type: none"> 1. Basic concepts of statistics. Classification and tabulation of data. 2. Various types of averages, ogive curves and histogram. 3. Concepts of standard deviation, quartile deviation, coefficient of variation and skewness. 4. Concepts of correlation, regression and probable error. 5. Concepts of index numbers and its various methods. |
| 2.5 | Organizational Behaviour | <ol style="list-style-type: none"> 1. Understand basic concepts of organisational behaviour and its emerging issues. 2. Concepts of personality, perception and attitude. 3. Principles of learning and behaviour modification, organisational reward systems. 4. Types of group dynamics, group behaviour, group norms and cohesiveness. 5. Process of organisational change, development and interventions. |
| 2.6 | Marketing Management | <ol style="list-style-type: none"> 1. Procedure in report writing, contents and bibliography. 2. Concepts of marketing, its application and recent trends in marketing. 3. Various macro environment factors affecting the business. 4. Elements of marketing mix product, price, place and promotion. 5. Requisites of market segmentation various factors influencing the consumer behaviour. |

THIRD SEMESTER

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| 3.2 | Corporate Communication Skills 1 | <ol style="list-style-type: none"> 1. Basic elements of communication both verbal and nonverbal, listening and speaking skills etc. 2. Effective speaking skills and presentation, developing a speech and effective use of technology. 3. Art of conducting and giving interviews. 4. Art of conducting meetings, participating and conducting group discussions and brainstorming techniques. 5. Basic business communication like drafting circular, memo, notices etc. |
| 3.3 | Cost Accounting | <ol style="list-style-type: none"> 1. Sound principles of bank lending. 2. Basic cost concepts and its elements. 3. Various methods in material cost control. 4. Various methods followed in labour cost control. |

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| | | 5. Various classifications of overheads and machine hour rate. |
| 3.4 | Human Resource Management | <ol style="list-style-type: none"> 1. Basic understanding of human resources management and its recent trends. 2. Human resource planning, recruitment and selection processes. 3. Identification of training needs and the various methods. 4. Various performance appraisal methods and compensation system. 5. Concepts of human resources development and knowledge management. |
| 3.5 | Financial Market and Services | <ol style="list-style-type: none"> 1. Primary and secondary markets of stock exchange. 2. Non-banking financial intermediaries. 3. Organisation, structure and functioning of SEBI 4. Concept of mutual funds and its future in India 5. Various recent trends in financial services. |
| 3.6 | Business Data Analysis | <ol style="list-style-type: none"> 1. Acquire knowledge on the various statistical tools used for data analysis that can be applied in business and research 2. Understand statistical tools available for business data testing 3. Understand the research methodology |
| 3.67 | Corporate Financial Management | <ol style="list-style-type: none"> 1. Understand the basic concepts of financial management 2. Learn the role of financial management in decision making 3. Develop managerial skills |

FOURTH SEMESTER

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| 4.2 | Corporate Communication Skills 2 | <ol style="list-style-type: none"> 1. Basic elements of communication both verbal and nonverbal, listening and speaking skills etc. 2. Effective speaking skills and presentation, developing a speech and effective use of technology. 3. Art of conducting and giving interviews. 4. Art of conducting meetings, participating and conducting group discussions and brainstorming techniques. 5. Basic business communication like |
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drafting a circular, memo, notices etc.

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| 4.3 | Business research Methods | <ol style="list-style-type: none">1. Process of research. Its methodology, problem formulation and setting objectives.2. Various methods of data collection, determining sampling methods and sampling size.3. Designing a questionnaire and selection of appropriate statistical techniques.4. Various statistical methods and hypothesis and its testing. |
| 4.4 | Banking law and operations | <ol style="list-style-type: none">1. Healthcare and information technology services.2. Regulations, functions and control of commercial banks.3. General and special relationship between banker and customer.4. Various kinds of negotiable instruments and endorsements.5. Duties, responsibilities and statutory protection given to paying banker and collecting banker. |
| 4.5 | Entrepreneurship And development | <ol style="list-style-type: none">1. Preparation of reconciliation and memorandum recompilation statements.2. Concepts of entrepreneurship and pros and cons of being an entrepreneur.3. Importance and role played by the development of the economy.4. Various steps to be followed in the starting of small scale industry.5. Preparation of a good business plan.6. Various financial and non-financial assistance provided. |
| 4.6 | Management Accounting | <ol style="list-style-type: none">1. Various concepts of management accounting.2. Concept of ratio analysis and preparation of profit and loss account and balance sheet.3. Concept of fund and preparation of fund flow statement.4. Concepts of marginal costing and budgetary control. |
| 4.7 | Consumer Relationship management | <ol style="list-style-type: none">1. Understand CRM2. Learn the concept, role, principles and changing face of CRM as an IT enabled function3. Learn the skills required for effective management of customer relationship |

FIFTH SEMESTER

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| 5.1 | Income Tax 1 | <ol style="list-style-type: none">1. Legal framework of income tax, residential status and exempted incomes.2. Computation of income from salary of an individual.3. Determination of income from house property.4. Computation of profits and gains from business and profession.5. Calculation of income from capital gains. |
| 5.2 | Business Regulations | <ol style="list-style-type: none">1. Legal aspects of business2. Law of Contract3. Legality of object4. Law of sale of goods5. Law of Agency and Negotiable Instruments Act |
| 5.3 | Indirect Tax | <ol style="list-style-type: none">1. Students acquire knowledge on GST and customs duty2. Students understand rules and regulations and procedures relating to GST and custom duty3. Students learn procedure of GST assessment and input tax credit and GST liabilities |
| 5.4 | Information technology for Business | <ol style="list-style-type: none">1. Concepts of E-Commerce and its models.2. Security threats and protection of E-Business activities.3. Overview of E-Payments system.4. E-Business marketing methodologies.5. Legal aspects of E-Business and its features. |
| 5.5 | Advanced Corporate Financial Management | <ol style="list-style-type: none">1. Various techniques for risk analysis and making investment decisions.2. Concepts of the cost of capital and its structure.3. Dividend relevant and irrelevant theories.4. Planning and forecasting of working capital.5. Various methods adopted in corporate valuation. |
| 5.6 | Security Analysis and Portfolio Management | <ol style="list-style-type: none">1. Primary and secondary markets of stock exchange.2. Non-banking financial intermediaries.3. Organisation, structure and functioning of SEBI4. Concept of mutual funds and its future in India.5. Various recent trends in financial services. |

SIXTH SEMESTER

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| 6.1 | Income Tax-II | <ol style="list-style-type: none">1. Understand the competitions of taxable income and tax liabilities of individuals2. Computation of income from salary of an individual.3. Determination of income from house property.4. Computation of profits and gains from business and profession.5. Calculation of income from capital gains. |
| 6.2 | Strategic Management | <ol style="list-style-type: none">1. Various processes of strategic management and decision making.2. Environmental appraisal and SWOT analysis.3. Strategic planning process and models.4. Various aspects of strategy implementation.5. Strategy evaluation and control. |
| 6.3 | International Business | <ol style="list-style-type: none">1. Various forms of international business and its theories.2. Various modes of entry into international business.3. Concepts of multinational companies and its impact on the economy.4. Understanding of international marketing intelligence.5. Exim trade and policy. |
| 6.4 | Information Technology for Business | <ol style="list-style-type: none">1. Knowledge of business information systems and relevant information technology2. Learn about Management Support Systems (MSS), Management Information systems, Transaction Processing systems, Decision Support Systems (DSS), Group Decision Support System (GDSS) etc3. Develop skills like MS- OFFICE to design and implement simple computer based business and audit information4. Learn about DBMS5. Learn about Accounting software and GST |
| 6.5 | Risk Management and derivatives | <ol style="list-style-type: none">1. Understand the various risks associated with business2. Gain knowledge on risk measurements evaluation in making capital budgeting decisions3. Knowledge on risk associated with investments outside the business and strategies for hedging |

the same with derivatives

6.6

International
Finance

1. Various issues involved in international business and finance.
2. Forex markets and components of balance of payments.
3. Various instruments used in international financial markets.
4. Foreign exchange risks and the various valuation options.
5. International financial institutions and liquidity.

SAMBHRAM ACADEMY OF MANAGEMENT STUDIES
BACHELOR OF BUSINESS ADMINISTRATION(AVIATION)
COURSE OUTCOMES

FIRST SEMESTER

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| 1.3 | Fundamentals of Management | <ol style="list-style-type: none">1. Gives basic knowledge about the management functions2. Gives familiarity of the first important function of management i. e. planning3. Describes about the organisation and the structure of the business4. Gives understanding of the staffing and co-ordination function of the management Helps in understanding the recent |
| 1.4 | Accounting & Management Decisions | <ol style="list-style-type: none">1. Understand the accounts of non-trading concerns2. Understand Hire Purchase and Instalments Purchase System and related concepts3. Learn concepts related to royalty accounts4. Understand specialist decision making techniques in accounting |
| 1.5 | Quantitative Techniques for Management | <ol style="list-style-type: none">1. System of integration, HCF, LCM etc.2. Theory of equations, commercial applications and methods.3. Arithmetic and geometric progressions.4. Matrices and determinants. Commercial arithmetic, ratios |
| 1.6 | Introduction to Air Line Industry | <ol style="list-style-type: none">1. Know the History, Introduction, current scale and scope of the airline industry and the various regulatory bodies, KPI's etc2. Find out about the multiple operational and business functions and characteristics of airlines3. Describe the duties and responsibilities of key airline personnel, Cargo management, deregulation, airline alliances etc4. Understand the various types of aircraft and airlines, airport and its services5. Know about the safety, security measures and airside operations followed in the airline Industry |
| 1.7 | Practical and skill development | Students visit to domestic airport and collect information on the various departments and |

organizational structure and facilities and functional areas and services etc.

SECOND SEMESTER

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| 2.3 | Organizational Behaviour | <ol style="list-style-type: none">1. To understand about the meaning, importance and historical development of organizational behaviour, Perception, Personality etc2. To understand the concept, importance and theories of motivation and leadership3. To know about the concepts of groups and group dynamics4. To know the meaning and importance of change, Factors contributing to organizational change, change agents etc5. To ponder upon organizational culture, conflict and effectiveness |
| 2.4 | Strategic Human Resource Management | <ol style="list-style-type: none">1. Basic concepts related to Human Resource Management which can form foundation to understanding advanced concepts in managing human resources in an organization2. The concepts of HRP, Job analysis, Recruitment etc3. Training and development of human resources4. Labour management issues and industrial relations5. Performance appraisal and rewarding human resources |
| 2.5 | Quantitative Techniques for Management | <ol style="list-style-type: none">1. Basic concepts of statistics. Classification and tabulation of data.2. Various types of averages, ogive curves and histogram.3. Concepts of standard deviation, quartile derivation, co-efficient of variation and skewness.4. Concepts of correlation, regression and probable error. |
| 2.6 | Aviation | <ol style="list-style-type: none">1. Importance of Safety and Security in |

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| | Security and Safety Management | <p>Air Transportation, the study of which is of vital importance to Aviation Students, where they will be learning about the techniques and methodologies used in protecting passengers, crew, baggage, cargo, mail, ground personnel, aircraft and property of Airports</p> <ol style="list-style-type: none"> 2. Facets of terrorism 3. Facts about hijacking 4. Legislations and Regulations in safety management and Technological Improvements in Aviation Safety and management |
| 2.7 | Practical and skill development | <ol style="list-style-type: none"> 1. Students visit to domestic international air lines company collect the information and prepare the report on various managerial aspects |

THIRD SEMESTER

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| 3.2 | Corporate Communication | <ol style="list-style-type: none"> 2. Basic elements of communication both verbal and nonverbal, listening and speaking skills etc. 3. Effective speaking skills and presentation, developing a speech and effective use of technology. 4. Art of conducting and giving interviews. 5. Art of conducting meetings, participating and conducting group discussions and brainstorming techniques. 6. Basic business communication like drafting a circular, memo, notices etc. |
| 3.3 | Production operation Management | <ol style="list-style-type: none"> 1. The concepts of Production and operations management of an industrial undertaking and the benefits of automation. 2. The dimensions of Plant location and layout 3. Inventory management and control techniques 4. Production planning and quality control techniques 5. Maintenance and waste management |

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| 3.4 | Marketing and Retail Management | <p>facets</p> <ol style="list-style-type: none"> 1. Nature and Scope of marketing, which they are expected to possess when they enter the industry as practitioners. 2. On successful completion of the course the students should have understood: the features of Marketing 3. Retailing theories of retail development 4. learnt retail development in India and 5. Global retail markets |
| 3.5 | E-Business Information System | <ol style="list-style-type: none"> 1. Business information systems and relevant information technology 2. To learn about Management Support Systems (MSS), Management Information systems, Transaction Processing systems, Decision Support Systems (DSS), Group Decision Support System (GDSS) etc 3. Develop skills like MS- OFFICE to design and implement simple computer based business and audit information 4. To learn about DBMS 5. To learn about Accounting software and GST |
| 3.6 | Cost and Management Accounting | <ol style="list-style-type: none"> 1. Basic concepts of Cost Accounting 2. Output or unit costing 3. Joint products and by products 4. Basic Concepts of Management Accounting 5. Concepts relating to Management control systems |
| 3.7 | Aviation Law and Aircraft rules and regulations | <ol style="list-style-type: none"> 1. Civil aviation regulations authority 2. Aircraft rules 3. National legislation relating to airlines 4. Civil aviation requirements (CAR) 5. International conventions |
| 3.8 | Practical and skill development | Students visit domestic airport and prepare a report on traffic and disaster management |

FOURTH SEMESTER

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| 4.2 | Corporate Communication Skills 2 | <ol style="list-style-type: none">1. Basic elements of communication both verbal and nonverbal, listening and speaking skills etc.2. Effective speaking skills and presentation, developing a speech and effective use of technology.3. Art of conducting and giving interviews.4. Art of conducting meetings, participating and conducting group discussions and brainstorming techniques.5. Basic business communication like drafting a circular, memo, notices |
| 4.3 | Business Research Methods | <ol style="list-style-type: none">1. Introduction to research2. Methods of data collection3. Tools for collection of data4. Statistical methods5. Report writing |
| 4.4 | Financial Management | <ol style="list-style-type: none">1. Role of customer relationship management for modern day businesses.2. Basic concepts of financial management and the role of financial management in decision making.3. Valuation of shares, bonds and debentures4. Various aspects of investment and financing decisions of the company.5. Dividend policy and various provisions under the companies act relating to dividends |
| 4.5 | Business Regulations | <ol style="list-style-type: none">1. Legal aspects of business Objective2. Law of Contract3. Legality of object4. Law of sale of goods5. Law of Agency and Negotiable Instruments Act |
| 4.6 | Travel and Tourism Management | <ol style="list-style-type: none">6. The basics of Airlines and Introduction to Travel & Tourism Aspects7. Airlines terminal management8. Travel documents |

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| 4.7 | Logistics and Air Cargo Management | <ul style="list-style-type: none"> 9. Travel agent management 10. Tourism management 1. Logistics and Cargo and its basics 2. Transport system model and warehousing deregulation and Government rule 3. Global environment & strategy, Global supply chain 4. Air cargo concept and its introduction 5. Handling facility, airport cargo activity & cargo zone |
| 4.8 | Practical and Skill development | Student is to visit airport and collect information about travel and ticketing analysis and to submit the project to the college |

FIFTH SEMESTER

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| 5.1 | Goods and Service Tax | <ul style="list-style-type: none"> 1. Students acquire knowledge on GST 2. Students understand rules and regulations and procedures relating to GST 3. Students learn procedure of GST assessment and input tax credit and GST liabilities |
| 5.2 | Income tax 1 | <ul style="list-style-type: none"> 1. Legal framework of income tax, residential status and exempted incomes. 2. Computation of income from salary of an individual. 3. Determination of income from house property. 4. Computation of profits and gains from business and profession. 5. Calculation of income from capital gains |
| 5.3 | Investment analysis and management | <ul style="list-style-type: none"> 1. Adjust financial statements for Valuation purposes. 2. To use adjusted financial statements to produce a sound valuation of a company. 3. To develop investment policy statements for institutional and individual investors 4. To develop an appropriate portfolio for a given investor and market conditions. 5. To understand and apply ethical standards in the investment |

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| 5.4 | Air craft maintenance management | <ol style="list-style-type: none"> 1. Aircraft Maintenance 2. Documentation for maintenance 3. Production planning and control 4. Maintenance control centre and Quality assurance and quality control |
| 5.5 | Cabin crew management | <ol style="list-style-type: none"> 1. Introduction to skills 2. CRM History and enabling the standards and requirements for crew professionalism 3. Identifying errors and corrective actions on time and analysing the depth of knowledge requirement in every crew designation 4. CRM requirements & instructors 5. CRM SKILLS |
| 5.6 | Finance and insurance in aviation | <ol style="list-style-type: none"> 1. Airline Finance 2. Airline valuations & source of finance, the valuation of tangible and intangible assets 3. Aircraft leasing & finance lease 4. Principles of Insurance & Risk management history of Aviation insurance 5. Aviation insurance aircraft hull and liability insurance |
| 5.7 | Mini Project | Students is to prepare a project report of at least 50 pages on airline operations and corporate social responsibility of an air line company |
| 5.8 | Pre placement soft skills training | <p>This training enhances the soft skills of the student for aviation</p> <p>It makes the student prepare for corporate placement and placement in aviation industry</p> |

SIXTH SEMESTER

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| 6.1 | Entrepreneurship development program | <ol style="list-style-type: none"> 1. preparation of reconciliation and memorandum recompilation statements. 2. Concepts of entrepreneurship and pros and cons of being and entrepreneur. 3. Importance and role played by ssi in the development of the economy. 4. Various steps to be followed in the starting of small scale industry. 5. Preparation of a good business plan. |
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| 6.2 | Income Tax 2 | <p>6. Various financial and non-financial assistance provided for ssi.</p> <ol style="list-style-type: none"> 1. Students understand the competitions of taxable income and tax liabilities of individuals 2. Computation of income from salary of an individual. 3. Determination of income from house property. 4. Computation of profits and gains from business and profession. 5. Calculation of income from capital gains. |
| 6.4 | Strategic and performance management | <ol style="list-style-type: none"> 1. Various processes of strategic management and decision making. 2. Environmental appraisal and swot analysis. 3. Strategic planning process and models. 4. Various aspects of strategy implementation. 5. Strategy evaluation and control. |
| 6.5 | Airport strategic Planning | <ol style="list-style-type: none"> 1. International standards in Airport System Planning 2. Airport characteristics related to airport design 3. Airport planning and surveys 4. Planning and design of the terminal area 5. Air traffic control and its aids |
| 6.6 | Principles of airline and airport management | <ol style="list-style-type: none"> 1. Introduction, development and growth of Aviation Industry 2. ICAO & IATA 3. Airport management 4. Airline operations 5. Air transport services |
| 6.7 | Dissertation | <p>Students should submit at least 50 pages research based dissertation on airline/airport employs/Air passengers/Air travel agents/tour operators, service providers etc.</p> |
| 6.8 | Placement training | <p>This training enhances the soft skills of the student for aviation</p> <p>It makes the student prepare for corporate placement and placement in aviation industry</p> <p>Students gets training in the areas of personal interview, resume preparation, email etiquette, corporate etiquette and work discipline</p> |

SAMBHRAM ACADEMY OF MANAGEMENT STUDIES

COURSE OUTCOME

B.Com FIRST SEMESTER

Financial Accounting

- Acts as a foundation for students which enables them to learn about further accounting papers in an organized and systematic way.
- Helps students to know the importance of final accounts, basic analysis of financial statements, understanding the concept of Hire purchase system and also acts as a bridge to Industry and Academia.

Business Dynamics and Entrepreneurship

- Helps students to understand the conceptual framework of management and to know about the entrepreneurial culture and industrial growth to manage 21st century organizations.
- Makes students perceive the dynamic nature of business, HR, and entrepreneurship and also create awareness on various schemes on Indian government to help cope up entrepreneurship.

Indian Financial Institutions and Markets

- Exposes students to conceptual framework of Indian Financial System, financial markets and regulatory authorities governing them.
- Familiarizes students with roles and functions of banking and non-banking financial institutions, exposes them to domestic and international monetary systems and issues related to conversion of currencies.

Corporate Structure and Administration

- Familiarizes students with a thorough understanding of Indian Companies Act 2013, formation and administration of companies according to the Act and different types of companies
- Enables students to understand types of capital, meetings and proceedings and structure and administration of global companies.

Practical on Skill Development

- Equip students with the practical knowledge about hire purchase agreement and interest calculation, collection of transactions relating to branch account and departmental stores. Familiarizes

- students with various organizational structures of companies and with the achievement of a few successful entrepreneurs,
- Enables them to understand preparation of project report and format of business plan, and to know the process of PMKVY registration with PMKVY forms.
 - Enables students to understand the structure of Indian Financial System, Commercial banks, RBI and Financial Markets and make them familiar with drafts, cheque with MICR technology and process for opening different accounts.
 - Enables students to understand drafting of Memorandum of Association and Articles of Association, Company meeting notice and exposes students to company's organization structure and preparation of prospectus.

B.Com SECOND SEMESTER

Advanced Financial Accounting

- Enables students get a conceptual understanding of requirements of d journal entries, Performa, ledger accounts to bridge the gap between real practices and academics.
- Acquaints students with a few accounting standards and familiarizes them with accounting procedures for different types of business.

Banking Operations and Innovations

- Familiarizes students with operations and innovations in banking sector.
- Helps students comprehend the importance of banks as institutions that helps proper channelization of money into the economy and effective utilization through their primary and secondary functions.

Modern Marketing

- Enables students to understand the dynamics of marketing of products and services, marketing mix, digital marketing and its challenges.
- Exposes students to modern marketing which is about selling products as per consumer needs rather than sell what is produced.

Methods and Techniques for Business Data Analysis

- Equips students with basics of mathematics and develops analytical skills for solving practical problems.
- Enables students solve quantitative problems related to commerce concepts such as Bill Discounting, Simple and Compound interest, Percentages, Annuities etc

Practical on Skill Development

- Enables students get practical knowledge on claiming insurance, preparation of consignment account, drafting of joint venture agreements, collection and recording of royalty account.
- Familiarizes students with applications of opening a bank account and obtaining bank loans, forms of RTGS, credit and debit cards and drafting specimens of travelers/gift cheque.
- Helps students understand consumer behavior in buying a product, development of strategies for new products, preparing advertisement copies and concepts of digital marketing.
- Enables students apply mathematical concepts in analyzing business data and find solutions to various practical situations such as interest calculation for deposits and loans, preparation of matrices for railway reservation, CET counseling etc.

B.Com THIRD SEMESTER

Corporate Accounting

- Enable students to have comprehensive awareness about the provision of Companies Act and Corporate Accounts.
- Helps students build practical knowledge about the maintenance of book of accounts in several conditions like valuation of share, goodwill and maintain company final accounts.

Financial Management

- Introduces students to financial management and its application in practice and helps learners to understand the financial environment in which firms and managers must operate.
- Helps students to focus on critical elements of decision-making for organization, including evaluation of investment decisions by applying a variety of capital budgeting techniques, study of dividend policy and working capital management.

Quantitative Analysis for Business Decision-II

- Provides the basic knowledge about various quantitative statistical methods and its applicability for decision making in business.
- Gives a practical exposure to students on the needs about research and various statistical concepts and provides students a brief insight on how statistical concepts such as correlation, regression time series etc are used in research.

Business Ethics

- Promotes understanding of ethical conduct among student community and provides them with skills to recognize, re-examine their knowledge on unethical practices and resolve ethical issue in business.
- Helps students to enhance awareness and critical self-examination of one's own value, appreciate the relevance of personal values, and encourages reflection on ethical dimension of personal decisions in business/workplace settings.

Public Relations and Corporate Communication

- Enables students to comprehend the importance of soft skills required to plan and pursue a successful career and empowers them with employability skills.
- Offers knowledge on Goal Setting, Career Planning, Stress Management and Time Management.

B.Com FOURTH SEMESTER

Advance Corporate Accounting

- Enables students to develop awareness about Corporate Accounting in conformity with provisions of Companies' Act, latest amendments and adoption of accounting standards.
- Familiarizes students with practical implementation of accounting treatments followed by companies in redemption of preference shares, mergers and acquisitions.

Cost Accounting

- Acquaint students with various cost concepts and elements of cost essential for reducing and controlling overall cost which is a vital aspect in modern business.
- Enables students to understand pricing material issues, labour remuneration, allocation and apportionment of overheads and also preparation of reconciliation statements.

E-Business and Accounting

- Provides students with the conceptual knowledge about Online or Electronic business, marketing and payment mechanisms used by modern organizations and its legal framework.
- Enables students gain practical knowledge about Tally which helps in maintaining accounts of business with the statutory features of tax

Stock and Commodity Market

- Acquaints students with an insight into the functioning and role of financial institutions and markets in the Indian Economy.
- Provides a conceptual framework of stock and Commodity Markets, various functionaries and players in these markets and their mode of trading.

Principles of Event Management

- Exposes students to various key principles that reinforce Event Management as a discipline and the characteristics of the Event Management Industry and different types of events.
- Enables students to understand the key management skills and competencies required to be a successful event manager.

B.Com FIFTH SEMESTER

Entrepreneurship Development

- Helps create entrepreneurial awareness among students and motivate them to develop a mindset for choosing entrepreneurship as a career.
- Enables students to understand the influence of business environment on entrepreneurship, identification of opportunities and preparation of business plan.

International Financial Reporting Standards

- Enables students to understand the need for convergence of Indian Accounting Standards with International Financial Reporting Standards (IFRS) due to globalization.
- Helps students to understand Indian Accounting Standards compliance by the companies in preparing and presenting their financial statements.

Income Tax-I

- Familiarizes students to various provisions of Income Tax Act 1961 relating to Income of Individuals.
- Helps students to assess the income tax of an individual according to Income Tax provisions.

Costing Methods

- Enables students to get an understanding of Cost Accounting concepts and computing cost of goods in different nature of businesses.
- Provides foundation on cost aspects and enables students to prepare for professional courses like CMA, CA, CIMA etc., and pursue a career in the field of Cost Accountancy.

Elective Subjects – Accounting and Taxation Group

Advanced Accounting

- Familiarizes the process and preparation of accounts of different types of organizations.
- Enable students to analyze the process of inflation and investments accounts

Goods and Services Tax

- Equips students with the principles and provisions of Goods and Services Tax (GST), which was implemented from 2017 under the notion of One Nation, One Tax.
- Provides an insight into practical aspects and how to apply the provisions of GST Laws to various situations.

Elective Subjects - Finance Group

International Financial Management

- Exposes students to the functioning of finance in the corporate world.
- Helps students appreciate the role and purpose of financial management function within a business with regards to making important financial decisions like capital budgeting, working capital, inventory management, risk management techniques etc.

Goods and Services Tax

- Equips students with the principles and provisions of Goods and Services Tax (GST), which was implemented from 2017 under the notion of One Nation, One Tax.
- Provides an insight into practical aspects and apply the provisions of GST Laws to various situations.

B.Com SIXTH SEMESTER

Business Regulation

- Creates an understanding of the Legal Environment of Business
- Enables students to apply basic legal knowledge to business transactions and communicate effectively using standard business and legal terminology.
- Enable students to identify the characteristics of competition and consumer laws.
- Helps students to learn the classification and characteristics of economic laws.

Principles and Practice of Auditing

- Provides knowledge of principles and methods of auditing and their applications.
- Helps student understand various concepts related to internal control and audit, verification and valuation of assets and liabilities in a business organization.
- Helps students to specify in depth vouching.
- Enables students to specify the characteristics of verification and valuation of assets and liabilities.
- Helps students to identify in details with examples audit of limited companies and others

Income Tax-II

- The process of calculating income from business or profession
- The process of calculating income from capital gain
- The process of calculating income from other sources
- Regulations as per income tax act with reference to set off & carry forward.

Management Accounting

- Enables students to develop an understanding of the conceptual framework and techniques of Management Accounting.
- Helps students understand the analysis and interpretation of financial statements with a view to prepare management reports for decision-making.
- Makes students to write down in depth fund flow analysis.
- Helps to learn in depth cash flow analysis.

Elective Subjects- Accounting and Taxation Group

Business Taxation

- Provides an understanding of assessment of firms and companies with regard to IT Act 1961.

- Enables study of other existing Indirect Tax provisions on goods not covered under GST.
- Helps students to write down in details with examples assessment of firms.
- Helps to learn in details with examples assessment of companies.

Cost Management

- Enables students to understand techniques used to control as well as reduce cost.
- Familiarizes students to different Costing and Budgetary Control methods
- Deliberate in details with examples standard costing.
- Understand the classification and characteristics of budgetary control.

Elective Subjects- Finance Group

Performance Management

- Offers knowledge and skills in the application of management accounting techniques to quantitative and qualitative information for planning, decision making, performance, evaluation, and control.
- Helps students understand application of modern techniques of costing in industrial settings and use of Performance Management Information Systems for managing and controlling of business.
- Learn the classification and characteristics of budgeting and control.

International Auditing and Assurance

- Enables students to comprehend the importance of International Audit framework and regulation.
- Helps students to understand concepts related to Internal control, Review and reporting of performance to management.
- Deliberate the classification and characteristics of internal control.

- Deliberate the details of audit evidence

| BACHELOR OF COMPUTER APPLICATIONS (BCA) | | |
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| SEMESTER I | | |
| Course Code: | Course Name | Problem Solving Techniques using C |
| BCA103T | Course Outcomes (CO) | CO1: To develop the analytical skills of the students for creative problem solving using computer programming language. |
| | | CO2: Students would be able to translate pseudo-code into C programs. |
| | | CO3: To provide an insight to use C++ Language and object oriented concepts |
| | Credits | 4 Theory periods of three hours per cycle over a semester |
| Course Code: | Course Name | Computer Organizations |
| BCA104T | Course Outcomes (CO) | CO1: To cover the basic understanding of a digital computer |
| | | CO2: To give an overview of the computer and its functions, with specific references to some of its parts |
| | | CO3: To get the understanding of the application of Boolean Algebra in computer science and applications |
| | Credits | 4 Theory periods of four hours per cycle over a semester |
| Course Code: | Course Name | Discrete Mathematics |
| BCA 105T | Course Outcomes (CO) | At the end of the course, students would be able to: |
| | | CO1: have a clear understanding of the principles of discrete mathematics and probability theory which have applications in Computer Science |
| | | CO2: analyse the concepts of algebraic structures, combinatorial mathematics and graph theory |
| | Credits | 4 Theory periods of four hours per cycle over a semester |
| Course Code: | Course Name | C Programming Lab |
| BCA 103P | Course Outcomes (CO) | CO1: Students would be able to learn Linux OS and file handling |
| | | CO2: Students would be able to implement if-else, loops and switch case statements. |

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| | | CO3: Students would be able to implement functions, recursions and pointers |
| | | CO4: Students would be able to understand basics of C++ |
| | Credits | 2 Practical period of two hours per cycle over a semester |
| Course Code: | Course Name | Office Automation |
| BCA 104P | Course Outcomes (CO) | CO1: Students can understand creating and editing word documents. |
| | | CO2: Students can understand and prepare PowerPoint presentation |
| | | CO3: Students can understand and prepare Ex-Sheets, perform computations, creating charts etc. |
| | Credits | 2 Practical period of two hours per cycle over a semester |
| Course Code: | Course Name | |
| SEMESTER II | | |
| Course Code: BCA203T | Course Name | Data structures |
| | Course Outcomes (CO) | CO1: To learn how to create data structures to represent a collection of similar data and solve problems using C language. |
| | | CO2: To use the process of abstraction using C language and implement various data structures |
| | | CO3: To understand various searching and sorting techniques |
| | Credits | 4 Theory periods of four hours per cycle over a semester |
| Course Code: | Course Name | Database Management System |
| BCA204T | Course Outcomes (CO) | At the end of the course, students would be able to: |
| | | CO1: understand the basic concepts of database management and its applications in various database projects |
| | | CO2: use relational algebra, TRC, and SQL to solve queries related to database tables |
| | | CO3: design ER diagrams and schema diagrams for various database-oriented projects |
| | | CO4: have a clear understanding of the file organization for storing database records |

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| | Credits | 4 Theory periods of four hours per cycle over a semester |
| Course Code: | Course Name | Numerical and Statistical Methods |
| BCA205T | Course Outcomes (CO) | At the end of the course, students would be able to: |
| | | CO1: have a clear understanding of the principles of numerical and statistical methods which have applications in Computer Science |
| | | CO2: analyse the concepts of Numerical differential equations, linear equations , concept of statistics which are applied in computer science |
| | Credits | 4 Theory periods of four hours per cycle over a semester |
| Course Code: | Course Name | Data Structures Lab |
| BCA203P | Course Outcomes (CO) | CO1: Students would be equipped with an adequate knowledge of the language C++. |
| | | CO2: They should be able to implement the various Linear and Non-Linear data structures using C++. |
| | | CO3: Students should be able to implement the theoretical concepts of Searching and Sorting techniques for various applications using C++. |
| | | CO4: Students are expected to have fair knowledge in the domain of Data Structure implementations. |
| | Credits | 2 Practical period of two hours per cycle over a semester |
| Course Code: | Course Name | DBMS Lab |
| BCA204T | Course Outcomes (CO) | CO1: The students should be able to write the basic queries, followed by the aggregate and conversion functions with SQL in Oracle. |
| | | CO2: They should e able to develop a program based on PL/SQL programming. |
| | | CO3: Students are expected to build a database at the end of the course which could be applicable for their projects. |
| | Credits | 2 Practical period of two hours per cycle over a semester |
| SEMESTER III | | |
| Course Code: | Course Name | Object Oriented Programming using C++ |
| BCA303T | Course Outcomes (CO) | CO1: To give the students a broad understanding of the object oriented approach to problem solving. |

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| | | CO2: To provide a practical and productive approach to develop software for various applications. |
| | | CO3: To introduce the students with object oriented design using C++ |
| | | CO4: To promote a better understanding of the Various C++ constructs which supports OO concepts |
| | Credits | 4 Theory periods of four hours per week |
| Course Code: | Course Name | Financial Accounting and Management |
| | Course Outcomes (CO) | CO1: be familiar with the basic accounting and financial management concepts |
| BCA304T | | CO2: develop or maintain any package for any business/financial institutions as well as for non-profit organizations |
| | Credits | 4 Theory periods of 4 hours per week |
| Course Code: | Course Name | Operating System |
| BCA305T | | CO1: Students would be able to learn UNIX file system |
| | | CO2: Students would be able learn shell programming |
| | | CO3: Students will be able to simulate scheduling algorithms, page replacement algorithms, free space management and deadlock detection |
| | Credits | 4 Theory periods of four hours per week |
| Course Code: | Course Name | C++ Lab |
| BCA303P | Course Outcomes (CO) | CO1: To familiarize the students with concepts of classes and objects thereby helping them to solve real life problems. |
| | | CO2: To apply the concept of object oriented features like Inheritance, polymorphism, encapsulation and abstraction. |
| | | CO3: Students would be able to understand exception handling, use of templates, threading and file handling. |
| | Credits | 3 Practical period of 3 hours per week |
| Course Code: | Course Name | Accounting Package Lab |
| BCA304T | | CO1: To familiarize the students creating ledger, journals |
| | | CO1: To familiarize the students creating sales returns, purchase returns |

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| | | CO1: To familiarize the students creating balance sheet, profit and loss statements etc |
| | Credits | 3 Practical period of 3 hours per week |
| SEMESTER IV | | |
| Course Code: | Course Name | VB.NET Programming |
| BCA403T | Course Outcomes (CO) | CO1: To introduce the students visual programming concepts |
| | | CO2: To familiarize the students all the tools and their usage |
| | | CO3: To familiarize the students to write some application programs using VB, VC++ |
| | Credits | 4 Theory periods of four hours per week |
| Course Code: | Course Name | Unix Shell programming |
| BCA404T | | CO1: Students will understand and appreciate the working functionalities, simple commands of Linux and Shell programming. |
| | | CO2: Students would be able to develop small applications using Unix shell programming |
| | Credits | 4 Theory periods of four hours per week |
| Course Code: | Course Name | Software Engineering |
| BCA405T | Course Outcomes (CO) | CO1 To make the students understand the basic concepts of various software development life cycles |
| | | CO2: To make the students to understand the various types of analysis, testing and software maintenance and team works etc |
| | Credits | 4 Theory periods of four hours per week |
| Course Code: | Course Name | VB.NET Lab |
| BCA403P | Course Outcomes (CO) | CO1: Students would be able to create forms with various tools |
| | | CO2: Students would be able to create small applications using VB |
| | | CO3: Students would be able to create small application using VC++ |
| | Credits | 3 Practical period of 3 hours per week |

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| Course Code: | Course Name | UNIX Lab |
| BCA404P | | CO1: Students would be able to execute Unix commands |
| | | CO2: Students would be able to execute Unix shell programming |
| | | CO3: Students would be able to create small application using Unix shell programming |
| | Credits | 3 Practical period of 3 hours per week |
| SEMESTER V | | |
| Course Code: | Course Name | Data Communication and Networks |
| BCA501T | Course Outcomes (CO) | CO1: To make the students understand the characteristics of Communication Network and services |
| | | CO2: To understand the concepts of Transmission Systems |
| | | CO3: To familiarize the students with various error detection, error correction techniques and interfacing and synchronization issues. |
| | Credits | 4 Theory periods of four hours per week |
| Course Code: | Course Name | Artificial Intelligence |
| BCA502T | Course Outcomes (CO) | CO1: Students would understand the principles of problem solving |
| | | CO2: Students should gain the knowledge on the search techniques and AI techniques for representation and manipulation of complex information and knowledge |
| | | CO3: Students should be aware of several advanced AI applications and topics such as intelligent agents, planning and scheduling, machine learning and expert systems |
| | Credits | 4 Theory periods of four hours per week |
| Course Code: | Course Name | Analysis and Design of Algorithm |
| BCA503T | Course Outcomes (CO) | CO1: To get familiar with Various algorithm design techniques such as divide and conquer, greedy methods, branch and bound etc |
| | | CO2: To familiarize the students various type of searching methods like binary search, linear search etc |
| | | CO3: To enable the students to understand various sorting methods such as bubble sort, quick sort, merge sort etc. |

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| | | CO4: To make the students to understand various structures such as graphs, trees, traversing binary tree, infix, prefix, postfix conversions, evolution of arithmetic expression etc. |
| | Credits | 4 Theory periods of four hours per week |
| Course Code: | Course Name | Java Programming |
| BCA504T | Course Outcomes (CO) | CO1: To develop the knowledge and skills required to solve real world problem using object oriented approach. |
| | | CO2: To utilize the various Java language constructs and apply it in designing and solving real life problems. |
| | | CO3: To implement exception handling and multithreading in Java and create Java applets. |
| | | CO4: To set up a graphical user interface using SWING components and do network programming in Java. |
| | Credits | 4 Theory periods of four hours per week |
| Course Code: | Course Name | Elective 1 |
| BCA505T | Course Outcomes (CO) | Two elective subjects are given : |
| | | Theory of Computation |
| | | Data Mining |
| | | Students can study subject of their own choice |
| | Credits | 4 Theory periods of four hours per week |
| Course Code: | Course Name | Java Programming Lab |
| BCA504P | Course Outcomes (CO) | CO1: Students will be to implement factorial of list of number reading input as command line argument. |
| | | CO2: Students will be able to write Java programs to find all prime numbers between two limits |
| | | CO3: Students will be able to create student report using applet, read the input using text boxes and display the o/p using buttons. |
| | | CO4: Students will be able to calculate bonus for different departments using method overriding. |
| | | CO5: Students will be able to implement mouse events and keyboard events |
| | Credits | 2Practical periods of 4hours per week |

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| Course Code: | Course Name | Analysis and Design of Algorithm Lab |
| BCA505P | Course Outcomes (CO) | CO1: Students can design program for various sorting methods |
| | | CO2: Students can design program for various searching methods |
| | | CO3: Students can design program for various traversing |
| | | CO4: Students can design program for infix , prefix, postfix conversion and evaluation of those expressions |
| | Credits | 2Practical periods of 4hours per week |
| Course Code: | Course Name | Project |
| | Course Outcomes (CO) | CO1: Students will be able to implement a project using VB and RDBMS |
| | Credits | 2Practical periods of 4hours per week |
| SEMESTER VI | | |
| Course Code: | Course Name | System Programming |
| BCA601T | Course Outcomes (CO) | CO1: Students would be capable of programming system software. |
| | | CO2:Students would have knowledge about the principles behind assembler, loader, linker, macro processor and other software |
| | | CO3:Students would be capable of working with basic software tools like text editor, Interpreter, Debug Monitor etc. |
| | Credits | 4 Theory periods of four hours per week |
| Course Code: | Course Name | Professional and Business Communication |
| BCA602T | | CO1: To give students the basic business communication like drafting a circular,memo,notices etc |
| | | CO2: Effective speaking skills and presentation,developing a speech and effective use of technology |
| | | CO3: Art of conducting and giving interviews. |
| | | CO4 Art of conducting meetings,participating and conducting group discussions and brainstorming techniques.basic business communication like drafting a circular,memo,notices etc |
| | Credits | 4 Theory periods of four hours per week |

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| Course Code: | Course Name | Web Programming |
| BCA603T | | CO1: To introduce students the fundamental and basic requirements of web technologies |
| | | CO2: To design and implement a website of own by including client side and server side technologies |
| | | CO3:To provide knowledge of querying web databases to support a website having back end information |
| | Credits | 4 Theory periods of four hours per week |
| Course Code: | Course Name | Elective 2 |
| BCA604T | Course Outcomes (CO) | Students can study subject of their own choice |
| | | Students can improve their skills |
| | Credits | 4 Theory periods of four hours per week |
| Course Code: | Course Name | Web Programming Lab |
| BCA603P | | CO1: Students would be able to create, design and format static webpages using XHTML, CSS |
| | | CO2: Students would able to design interactive web pages using JavaScript. |
| | | CO3: Students would able to create dynamic web pages using Php |
| | Credits | 2Practical periods of 4hours per week |
| Course Code: | Course Name | Project Work |
| BCA605P | | CO1: Students will be able to implement projects using Web technologies |
| | Credits | 2Practical periods of 4hours per week |
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| MASTER OF COMPUTER APPLICATIONS(MCA) | | |
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| SEMESTER I | | |
| Course Code: | Course Name | Problem Solving Techniques using C |
| MCA101T | Course Outcomes (CO) | CO1: To develop the analytical skills of the students for creative problem solving using computer programming language. |
| | | CO2: Students would be able to translate pseudo-code into C programs. |
| | | CO3: To provide an insight to use C++ Language and object oriented concepts |
| | Credits | 4 Theory periods of three hours per cycle over a semester |
| Course Code: | Course Name | Accounting and Financial Management |
| MCA102T | Course Outcomes (CO) | CO1:To help students to acquire basic knowledge in accounting |
| | | CO2: To help students to acquire conceptual knowledge of financial accounting and to impart skills for recording various kinds of business transactions |
| | Credits | 4 Theory periods of three hours per cycle over a semester |
| Course Code: | Course Name | Digital Electronics and Microprocessor |
| MCA103T | Course Outcomes (CO) | At the end of the course, students would be able to: |
| | | CO1: get the concept of digital systems and digital electronics |
| | | CO2: understanding of operations of microprocessors and basics of microcontrollers and assembly language programming and microprocessor interfacing techniques. |
| | | CO2: design and implement microprocessor based systems in both hardware and software and can apply this knowledge in more advanced structures. |
| | Credits | 4 Theory periods of three hours per cycle over a semester |
| Course Code: | Course Name | Discrete Mathematics |
| MCA104T | Course Outcomes (CO) | CO1: To enable the students to understand the usage of Set Theory |
| | | CO2: To enable the students to understand the usage of Fundamentals of Logic |

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| | | CO3: To enable the students to understand the usage of Discrete Probability |
| | Credits | 4 Theory periods of three hours per cycle over a semester |
| Course Code: | Course Name | C Programming Lab |
| MCA105P | Course Outcomes (CO) | CO1: Students would be able to learn Linux OS and file handling |
| | | CO2: Students would be able to implement if-else, loops and switch case statements. |
| | | CO3: Students would be able to implement functions, recursions and pointers |
| | | CO3: Students would be able to implement file handling |
| | Credits | 2 Practical period of two hours per cycle over a semester |
| Course Code: | Course Name | Accounting Lab |
| MCA106P | Course Outcomes (CO) | CO1: To familiarize the students creating ledger, journals |
| | | CO1: To familiarize the students creating sales returns, purchase returns |
| | | CO1: To familiarize the students creating balance sheet, profit and loss statements etc |
| | Credits | 3 Practical period of 3 hours per week |
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| SEMESTER II | | |
| Course Code: | Course Name | Data Structures |
| MCA201T | Course Outcomes (CO) | CO1: To learn how to create data structures to represent a collection of similar data and solve problems using C language. |
| | | CO2: To use the process of abstraction using C language and implement various data structures |
| | | CO3: To understand various searching and sorting techniques |
| | Credits | 4 Theory periods of four hours per cycle over a semester |
| Course Code: | Course Name | Database Management System |

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| MCA202T | Course Outcomes (CO) | At the end of the course, students would be able to: |
| | | CO1: understand the basic concepts of database management and its applications in various database projects |
| | | CO2: use relational algebra, TRC, and SQL to solve queries related to database tables |
| | | CO3: design ER diagrams and schema diagrams for various database-oriented projects |
| | Credits | CO4: have a clear understanding of the file organization for storing database records |
| Course Code: | Course Name | Computer Networks |
| MCA203T | Course Outcomes (CO) | CO1: To make the students understand the characteristics of Communication Network and services |
| | | CO2: To understand the concepts of Transmission Systems |
| | | CO3: To familiarize the students with various error detection, error correction techniques and interfacing and synchronization issues. |
| | Credits | 4 Theory periods of four hours per week |
| Course Code: | Course Name | Operating System |
| MCA204T | Course Outcomes (CO) | CO1: Students would be able to learn UNIX file system |
| | | CO2: Students would be able learn shell programming |
| | | CO3: Students will be able to simulate scheduling algorithms, page replacement algorithms, free space management and deadlock detection |
| | Credits | 4 Theory periods of four hours per week |
| Course Code: | Course Name | Data Structures Lab |
| MCA205P | Course Outcomes (CO) | CO1: Students would be equipped with an adequate knowledge of the language C++. |
| | | CO2: They should be able to implement the various Linear and Non-Linear data structures using C++. |
| | | CO3: Students should be able to implement the theoretical concepts of Searching and Sorting techniques for various applications using C++. |
| | | CO4: Students are expected to have fair knowledge in the domain of Data Structure implementations. |

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| | Credits | 2 Practical period of two hours per cycle over a semester |
| Course Code: | Course Name | DBMS Lab |
| MCA206P | Course Outcomes (CO) | CO1: Student should able to create and update database tables, joins table |
| | | CO2: Student should able to manipulate tables |
| | | CO3: Student should able to implement projects using RDBMS applications |
| | Credits | 2 Practical period of two hours per cycle over a semester |
| Course Code: | Course Name | |
| SEMESTER III | | |
| Course Code: | Course Name | File Structures |
| MCA301T | Course Outcomes (CO) | CO1: Student should able to understand the basic concepts of file structures |
| | | CO2: Student should able to understand the Organization of Files |
| | | CO3: Student should able to understand theMultilevel indexing and B-Trees,Hashing |
| | Credits | 4 Theory periods of four hours per week |
| Course Code: | Course Name | |
| MCA302T | Course Outcomes (CO) | Object Oriented Analysis and Design using UML |
| | | CO1: To give the students a broad understanding of the object oriented approach to problem solving. |
| | | CO2: To provide a practical and productive approach to develop software for various applications. |
| | | CO3: To introduce the students with object oriented design. |
| | | CO4: To promote a better understanding the various UML diagrams |
| | Credits | 4 Theory periods of four hours per week |
| Course Code: | Course Name | Theory of Computation |

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| MCA303T | Course Outcomes (CO) | CO1: To familiarize the students with abstract, mathematical models of computation such as finite states, pushdown automata and Turing machines. |
| | | CO2: To solve computational problems by using those abstract mathematical models. |
| | | CO3: To help the students to use regular expression effectively and appropriately. |
| | | CO4: To write programs for a Turing machine, understand the equivalence of grammars and languages. |
| | Credits | 4 Theory periods of four hours per week |
| Course Code: | Course Name | Statistical Analysis |
| MCA304T | Course Outcomes (CO) | CO1: To enable the students to understand the basic concepts of statistics |
| | | CO2: To enable the students to understand Sample spaces, Bivariate distribution, Correlation coefficient |
| | | CO3: To enable the students to understand Concept of sampling, Basic principles of experimentation |
| | Credits | 4 Theory periods of four hours per week |
| Course Code: | Course Name | File Structures Lab |
| MCA305P | Course Outcomes (CO) | CO1: Student should able to implements the Organization of Files |
| | | CO2: Student should able to implement the Multilevel indexing and B-Trees, Hashing |
| | Credits | 2 Practical period of two hours per cycle over a semester |
| Course Code: | Course Name | Object Oriented Analysis and Design using UML Lab |
| MCA306P | Course Outcomes (CO) | CO1: Student should able implements various UML diagrams |
| | | CO2: Student should able to implement Applications using UML diagrams |
| | Credits | 2 Practical period of two hours per cycle over a semester |
| Course Code: | Course Name | Soft Core – Quantitative, Teaching and Research Aptitude |
| MCA307T | Course Outcomes (CO) | CO1: To enable the students to understand the basic concepts of Quantitative techniques |

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| | | CO2: To enable the students to understand the concept of Teaching |
| | | CO3: To enable the students to understand Concept of Research aptitudes |
| | Credits | 4 Theory periods of four hours per week |
| SEMESTER IV | | |
| Course Code: | Course Name | Advanced Java Programming |
| MCA401T | | CO1: To develop the knowledge and skills required to solve real world problem using object oriented approach. |
| | | CO2: To utilize the various Java language constructs and apply it in designing and solving real life problems. |
| | | CO3: To implement Java Class file,Event Handling,Java Design patterns |
| | | CO4: To set up a graphical user interface using SWING components and do network programming in Java. |
| | Credits | 4 Theory periods of four hours per week |
| Course Code: | Course Name | Advanced Algorithms |
| MCA402T | | CO1:Enable students to understand Analysis Techniques |
| | | CO2:Enable students to understand Graph Algorithms |
| | | CO3:Enable students to understandPolynomials and the FFT,String-Matching Algorithms |
| | | CO3:Enable students to understand Parallel Algorithms |
| | Credits | 4 Theory periods of four hours per week |
| Course Code: | Course Name | Advanced Software Engineering |
| MCA403T | | CO1:Enable students to understand the basic concept of agile model |
| | | CO2:Enable students to understand the basic concept XP Programming |
| | | CO3:Enable students to understand the basic concept of planning, project management, maintenance |
| | Credits | 4 Theory periods of four hours per week |
| Course Code: | Course Name | Quantitative Techniques |

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|---------------------|-----------------------------|---|
| MCA404T | Course Outcomes (CO) | CO1:Enable students to understand the basic concept of Operations Research |
| | | CO2:Enable students to understand the basic concept of Transportation Problem |
| | | CO3:Enable students to understand the basic concept of Network Models |
| | | CO3:Enable students to understand the basic concept of Dynamic programming |
| | | CO4:Enable students to understand the basic concept of Queuing System |
| | Credits | 4 Theory periods of four hours per week |
| Course Code: | Course Name | Advanced Java Programming Lab |
| MCA405P | Course Outcomes (CO) | CO1: Enable the students to write some simple applications using JAVA |
| | | CO2: Enable the students to write select query using JDBC |
| Course Code: | Course Name | CO3:Enable the students to write programs using servlets,JSP Program |
| | Credits | 2 Practical period of two hours per cycle over a semester |
| Course Code: | Course Name | Advanced Algorithms Lab |
| MCA406P | Course Outcomes (CO) | CO1: Enable the students to write Bellman ford algorithm |
| | | CO2: Enable the students to write Johnson algorithm,Rabin - Karp etc |
| | Credits | 2 Practical period of two hours per cycle over a semester |
| Course Code: | Course Name | Soft Core – Soft Skills and Personality Development |
| MCA407T | | CO1:Enable the students to understand Soft Skills and Hard Skills, Break the ice berg |
| | | CO2:Enable the students to understand |
| | | CO3: Motivation Skills & Personality Development |
| | Credits | 4 Theory periods of four hours per week |
| SEMESTER V | | |

| | | |
|---------------------|-----------------------------|---|
| Course Code: | Course Name | |
| | Course Outcomes (CO) | Advanced Web Programming |
| MCA501T | | CO1: To introduce students the fundamental and basic requirements of web technologies |
| | | CO2: To design and implement a website of own by including client side and server side technologies |
| | | CO3:To provide knowledge of querying web databases to support a website having back end information |
| | Credits | 4 Theory periods of four hours per week |
| Course Code: | Course Name | Advanced Database Management Systems |
| MCA502T | Course Outcomes (CO) | CO1: To help the students to understand NOSQL and Query Optimization |
| | | CO2:TO help the students to understand Data Warehousing and Data Mining |
| | | Big Data |
| | | CO3: To help the students to understand Information Retrieval and Search Engines |
| | Credits | 4 Theory periods of four hours per week |
| Course Code: | Course Name | Artificial Intelligence |
| MCA503T | Course Outcomes (CO) | CO1: Students would understand the principles of problem solving |
| | | CO2: Students should gain the knowledge on the search techniques and AI techniques for representation and manipulation of complex information and knowledge |
| | | CO3: Students should be aware of several advanced AI applications and topics such as intelligent agents, planning and scheduling, machine learning and expert systems |
| | Credits | 4 Theory periods of four hours per week |
| Course Code: | Course Name | Advanced Web Programming Lab |
| MCA505P | Course Outcomes (CO) | CO1: Students would be able to create, design and format static webpages using XHTML, CSS |
| | | CO2: Students would able to design interactive web pages using JavaScript. |

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|---------------------|-----------------------------|--|
| | | CO3: Students would able to create dynamic web pages using Php |
| | Credits | 2Practical periods of 4hours per week |
| Course Code: | Course Name | Mini Project |
| MCA506P | Course Outcomes (CO) | CO1: Students will be able to implement projects |
| | Credits | 2Practical periods of 4hours per week |
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| SEMESTER VI | | |
| Course Code: | Course Name | Elective – I:Data Mining |
| MCA6E12 | | CO1: be familiarize with the principles of data mining, data warehousing and the related issues and challenges |
| | | CO2: have the knowledge of the rules and techniques used in data mining in business sector |
| | | CO3: have the fundamental information on web mining, temporal data mining, etc. |
| | Credits | 4 Theory periods of four hours per week |
| Course Code: | Course Name | Elective – II:Cloud Computing |
| MCA6E10 | Course Outcomes (CO) | CO1: To make the user understand the basic foundational elements of Cloud Computing. |
| | | CO2: To enable the students to use the latest computational models of Cloud Computing. |
| | | CO3: To study the details of data storage in cloud, big data file handling and basics of parallel computing. |
| | | CO4: To get familiarize with popular cloud platforms and applications. |
| | Credits | 4 Theory periods of four hours per week |
| Course Code: | Course Name | Main Project |
| MCA603P | Course Outcomes (CO) | CO1: Enable the students to develop main projects |
| | Credits | 2Practical periods of 4hours per week |

COURSE OUTCOMES

MASTER OF COMMERCE (M.Com)

FIRST SEMESTER

1.1 MONETARY SYSTEM

- Exposes students to domestic and international monetary system.
- Enables students to understand principles and systems of note issue.
- Familiarizes with issues relating to conversion of currencies.

1.2 INTERNATIONAL BUSINESS

- Familiarizes the students with the concepts, functions and practices of International business.
- Enables them get global perspective, on issues related to business.

1.3 MACRO ECONOMICS FOR BUSINESS DECISION

- Familiarizes students with key macro-economic variables and their behaviour and enable them to critically evaluate different economies.
- Enables students to integrate macro-economic analysis into business decision.

1.4 INFORMATION SYSTEM AND COMPUTERS

- Familiarizes students with aspect of business information systems and relevant information technology.
- Develops skill to design and implement simple computer based business and audit information system.

1.5 ADVANCE FINANCIAL MANAGEMENT

- Imparts the knowledge in advance techniques of financial management.

- Enables the students to apply the techniques in financial decision making.

1.6 HUMAN RESOURCE MANAGEMENT

- Exposes the students to the principle and practice of human resource management
- Makes students internalize good HR practices.

1.7 SOFT CORE - COMMUNICATION SKILL

- Sharpens the analytical, written, non-verbal, spoken communication and inter personal skill essential in organizations involving decision making and implementation
- Demonstrates good team work and negotiation skill.

SECOND SEMESTER

2.1 INDIAN BANKING

- Exposes the students to Indian banking system along with the latest reforms in banking.
- Enables the students to understand prudential norms and new technologies in banking.

2.2 RISK MANAGEMENT

- Provides basic knowledge of risk, type of risk and tools of risk management.

2.3 ADVANCE E COMMERCE AND MOBILE COMMERCE

- This course will provide an analytical and technical framework to understand the emerging world of e commerce and mobile commerce.
- E commerce and mobile commerce poses both a challenge and an opportunity for managers.

2.4 BUSINESS RESEARCH METHODS

- Familiarizes students with concepts, tools and techniques of methodology of business research.
- Enables students to do research or consultancy project in fourth semester.

2.5 OPERATION RESEARCH AND QUANTITATIVE TECHNIQUES

- Impacts knowledge in concepts and tools of Operations Research and Quantitative Techniques.
- Makes students apply these in managerial decision making

2.6 BUSINESS MARKETING

- Facilitates in-depth understanding of similarities and differences between business to business marketing, consumers marketing.
- Equips students with application tools towards formulating and implementing business marketing strategies

2.7 SOFT CORE- MICRO FINANCE

- Enables students to understand the concept of financial benefits and RBI guidelines to micro finance.
- Gives an overview of different players, institutions and regulatory agency influencing the micro finance activity.
- Examines and compares the changing scenario of rural people with the use of micro finance.

THIRD SEMESTER

ACCOUNTING AND TAXATION SPECIALIZATION

3.1 BUSINESS ETHICS AND CORPORATE GOVERNANCE (CORE PAPER)

- Makes the student conscious about ethical values in real life and in business.
- Enables students internalize ethical values and practices.

3.2 CORPORATE FINANCIAL REPORTING

- Helps gain expert knowledge to analyze financial statements and to familiarize with recent developments in the era of financial reporting.
- Enables students gain ability to solve financial reporting and valuation problems

3.3 ACCOUNTING FOR MANAGERIAL DECISION

- Enables students to apply cost accounting theory in management decision making process.

3.4 STRATEGIC COST MANAGEMENT-I

- Exposes students to the internal environment of business and to enable them to formulate strategies relating to cost

3.5 DIRECT TAXES AND PLANNING

- Gives an integrated view of direct tax and apply the laws to business decision

3.6 OPEN ELECTIVE

FOURTH SEMESTER

ACCOUNTING AND TAXATION SPECIALIZATION

4.1 COMMODITY MARKETS

- Exposes students to the world of commodity markets.
- Exposes students to the financial instruments used in commodity markets.

4.2 CORPORATE REPORTING PRACTICES AND IND AS

- Familiarizes students with recent developments in the area of financial reporting and to gain ability to solve financial reporting problems in special cases.

4.3 STRATEGIC COST MANAGEMENT-II

- Exposes the students to the external environment of business and to enable them to formulate strategies relating to cost and pricing.

4.4 GOODS AND SERVICE TAXES

- Familiarize students with the indirect tax laws.

4.5 DISSERTATION

SAMBHRAM ACADEMY OF MANAGEMENT STUDIES
COURSE OUTCOME
MASTER OF BUSINESS ADMINISTRATION (MBA)

FIRST SEMESTER

1.1 MANAGEMENT AND ORGANIZATIONAL BEHAVIOUR

- Understand various managerial skills, roles, functions and levels
- Realize that individuals are different and the various factors that shape personality
- Understand the characteristics of perceiver and perceived that influence perception
- Identify and overcome perceptual errors.
- Identifying various motivators through the knowledge of theories of motivation.
- Identifying various leadership styles and their suitability to the situation.

1.2 MANAGERIAL ACCOUNTING

- Know the process of accounting from the primary entry to the final statement
- Gain the knowledge on different accounting standards which were given by the different bodies.
- Understand the application of different analytical tools like ratio analysis, cash flow statement, funds flow statement, etc.
- Know the application of managerial decision tools in different situations in the business like make or buy decision, key factor analysis, sales mix etc.

1.3 MARKETING MANAGEMENT

- Understand the impact of changing global, Political, Economic, Competitive, Environmental, Cultural and Social Systems on marketing strategy development.
- Understand the dynamic of the global business environment from a competitive and economic perspective.
- Knowledge of society, culture and skills.
- Examine the role of consumers as purchasers and users of goods and services using various theories and models of consumer behaviour.
- Develop comprehensive strategic and tactical plans for an organization.

1.4 MANAGERIAL ECONOMICS

- Students are expected to know the nature of managerial economics and how it would enable a decision maker to take optimal decisions besides knowing basic concepts of managerial economics and how they are applied in different decisional situations.
- Students are expected to know the different demand situations and critical variables determining the demand and how to estimate the demand..
- Students are expected to understand different cost concepts and behavior of the production in relation to inputs and its implications on costs.
- Students should be able to know how production efficiency can be optimized.
- Students should be able to understand how output and price decisions are taken by a firm in different market structure in order to maximize the profits beside different price tactics adopted by firm.

1.5 EMPLOYABILITY SKILL DEVELOPMENT

- Adapt business etiquettes practices for different business scenarios
- Learn the etiquette requirements for meetings, entertaining, telephone and Internet business interaction scenarios.

1.6 BUSINESS STATISTICS

- Understand the various statistical methods and tools available for data analysis and interpretation.
- Help in forecasting of demand and business cycles using trend analysis.

SECOND SEMESTER

1.1 ENTREPRENEURSHIP AND START-UPS MANAGEMENT

- Concept of Entrepreneur & Entrepreneurship
- Recent trends of 'Women Entrepreneurship'
- Need, Problems & Development of Rural Entrepreneurship

- Entrepreneurial Development Programmes

- Small Enterprises their Characteristics, Rationale, Objectives & Scope
- Steps of Project Identification, Selection, Appraisal & Ownership Structures

1.2 BUSINESS RESEARCH METHODS

- Relate the concept and process of business research in business environment.
- Familiar to the use of tools and techniques for exploratory, conclusive and causal research.
- Apply concept of measurement in empirical systems.
- Interpret the result of statistical techniques for analysis of research data.

1.3 MANAGING HUMAN RESOURCES

- Demonstrate the role of HRM in an organization
- Utilize the knowledge to gain competitive advantage through people.
- Develop and Design HRM system.

1.4 FINANCIAL MANAGEMENT

- Understand various concepts related to financial management.
- Able to use various tools and techniques in the area of finance
- Develop analytical skills this which facilitate the decision making in business situations.

1.5 PRODUCTION AND OPERATIONS RESEARCH

- Analyze importance of Operations & SCM and how it can provide a competitive advantage in the marketplace
- Classify the relationship between Operations & SCM and other business functions, such as Marketing, Finance, Accounting, and Human Resources.
- Experiment with the knowledge of the issues related to designing and managing Operations & SCM and the techniques to do so

1.6 BUSINESS ANALYTICS

- Adapt quantitative techniques in managerial decision making.
- Understand process of decision problem formulation
- Utilize of applications of various quantitative techniques in managerial settings.

THIRD SEMESTER

3.1 STRATEGIC MANAGEMENT AND BUSINESS ETHICS

- Explore various perspectives and concepts in the field of Strategic Management
- Develop skills for applying these concepts to the solution of business problems
- Create mastery in analytical tools of strategic management.

SPECIALIZATION AREAS

FINANCE

3.2.1 INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT

- Describe the investment management process.
- Detail relevant asset classes for investment.
- Define performance metrics of investment funds.
- Confidently communicate the definition of technical words and phrases found within the investment management industry.

3.2.2 CORPORATE VALUATION AND FINANCIAL MODELLING

- Create efficient, robust and flexible financial models to report and analyze historical data.
- Prepare future projections and present integrated financial statements, key financial ratios, outputs in a logical, summarized and effective manner.

3.2.3 CORPORATE TAXATION

- Understand the basic concepts in Income Tax Act, 1961.
- Estimate Gross Total Income and Tax
- Apply knowledge for online filling of various forms and Returns of an Individual.

MARKETING

3.4.1 BUSINESS AND SOCIAL MARKETING

- Analyze social marketing problems and suggest ways of solving these
- Recognize the range of stakeholders involved in social marketing programmes and their role as target markets
- Assess the role of branding, social advertising and other communications in achieving behavioural change.

3.4.2 RETAIL MANAGEMENT

- Develop an understanding of: the contribution of retailers to the product value chain.
- Understand consumer motivations, shopping behaviors, and decision processes for evaluating retail offering and purchasing merchandise and services.
- Understand corporate objectives, competitor analysis, and competitive strategy.
- Understand the traditional bases for segmentation.

3.4.3 CONSUMER BEHAVIOUR

- Discuss the rationale for studying consumer behaviour.
- Identify and explain factors which influence consumer behaviour inclusive of society and culture.
- Demonstrate how knowledge of consumer behaviour can be applied to marketing.
- Develop communication skills both orally and in writing within marketing contexts
- Demonstrate the capability to work both independently and in a team environment employing inquiry processes to complete marketing projects.

HUMAN RESOURCE

3.4.1 PERFORMANCE MANAGEMENT AND COMPETENCY MAPPING

- Plan competency based study.
- Map competencies according to organization, role, functions and tasks.
- Design a validated customized competency model.
- Design and develop assessment centres for competency identification

3.4.2 TALENT MANAGEMENT AND EMPLOYEE ENGAGEMENT

Understand and explain talent Management practices in India and Global level.

Understand and explain how to acquire and retain talent.

Understand the interplay between various aspects of talent acquisition, retention and development of talent.

Understand and appreciate the role manager to manage talent

Develop the competence required to work effectively by star employees

3.4.3 LEARNING AND DEVELOPMENT

- Integrated perspective on role of HRM in modern business
- Ability to plan human resources and implement techniques of job design
- Competencies to recruit, train, and appraise the performance of employees
- Rational design of compensation and salary administration
- Ability to handle employee issues and evaluate the new trends in HRM

FOURTH SEMESTER

4.1 INTERNATIONAL BUSINESS DYNAMICS

- Information about business operations and business vocabulary in International Business and explores the techniques for entering the international marketplace.
- Emphasis on the impact and dynamics of socio-cultural, demographic, economic, technological and political-legal factors in the foreign trade environment.
- Patterns of world trade, internationalization of the firm, and operating procedures of the multinational enterprise.
- Examine the strategies and structures of international businesses, and assess the special roles of an international business's various functions.

SPECIALIZATION AREAS

FINANCE

4.2.1 PROJECT MANAGEMENT AND ANALYSIS

- Tools to initiate a project plan, manage both stakeholders and relationships, organize their team, develop a project charter, and build a business case for a project.
- Identify key deliverables based on business requirements while managing customer expectations.
- Perform a stakeholder analysis and create a management plan.
- Explain the business case for a project and calculate Net Present Value

4.2.2 INTERNATIONAL FINANCIAL MANAGEMENT

- Analyze, apply and evaluate information within the global financial environment of foreign exchange to solve problems and make informed decisions.
- Review the problems of dealing in foreign currency and the advantages and disadvantages of overseas funding
- Recognize and calculate forward exchange rates given spot rates
- Identify market conventions on exchange rate quotation and correctly calculate those quotations
- Demonstrate an integrative understanding of the foreign exchange market and the relationships between interest rates, spot and forward rates and expected inflation rates

MARKETING

4.3.1 SALES AND DISTRIBUTION MANAGEMENT

- Identify issues related to design and implementation of sales strategy
- Apply concepts related to improving performance of sales team
- Analyze roles and responsibilities of a sales and marketing manager
- Design and implement channel strategies

4.3.2 DIGITAL MARKETING

- Analyze the confluence of marketing, operations, and human resources in real-time delivery.
- Demonstrate cognitive knowledge of the skills required in conducting online research and research on online markets, as well as in identifying, assessing and selecting digital market opportunities.
- Explain emerging trends in digital marketing and critically assess the use of digital marketing tools by applying relevant marketing theories and frameworks.
- Investigate and evaluate issues in adapting to globalised markets that are constantly changing and increasingly networked.
- Interpret the traditional marketing mix within the context of a changing and extended range of digital strategies and tactics.

4.3.3 INTERNATIONAL MARKETING STRATEGY

- Develop an understanding of and an appreciation for basic international marketing concepts, theories, principles, and terminology.
- Be able to demonstrate an awareness and knowledge of the impact of environmental factors (cultural, economic, institutional, legal and political) on international marketing activities.
- Be capable of identifying international customers through conducting marketing research and developing cross-border segmentation and positioning strategies.
- Be capable of developing a global marketing strategy by applying the basic concepts of product, pricing, promotion, and channels of distribution in international settings.

HUMAN RESOURCE

4.4.1 GLOBAL HUMAN RESOURCE MANAGEMENT

- Describe the role of the HR Manager in an International context
- Describe Human Resource activities in an International Context

- List and explain the differences between domestic and international HRM
- Explain the importance of cultural sensitivity in an international assignment
- Critically appraise the impact of cultural and contextual factors in shaping human resource practices in MNCs

4.4.2 STRATEGIC HUMAN RESOURCE MANAGEMENT

- Describe the basic knowledge and skills of the disciplines that comprise the human resources field; including: recruitment and selection, compensation and benefits, employee training and development, workforce planning and talent management, and performance management
- Demonstrate a basic understanding of business and the role of strategic human resources in the organization, and the business skills necessary to contribute to the achievement of organizational goals in a rapidly changing global environment.
- Understand the leadership role of human resources in shaping the future of organizations such as: Creating and managing global workforces, working in diverse organizations, managing strategic change in the organization, creating strategic partnerships both within the organization and external to the organization, and managing the well-being of employees.

4.4.3 INDUSTRIAL RELATIONS AND HUMAN RESOURCE AUDITS

- Apply Business Management and Strategy to shape immediate and long-term HR activities, practices, and policies
- Understand the structural elements of compensation system design and evaluate an organization's Compensation and Benefits structure relative to market forces, union agreements, and legal requirements.
- Adhere to statutory and legal requirements when administering HR policies and procedures and employ Risk Management strategies to protect the employer from loss and liability and comply with labour law

- Integrate, synthesize, and apply knowledge of ethical dilemmas and solutions in Human Resources